26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION FEBRUARY 11, 1957 35¢ PER COPY

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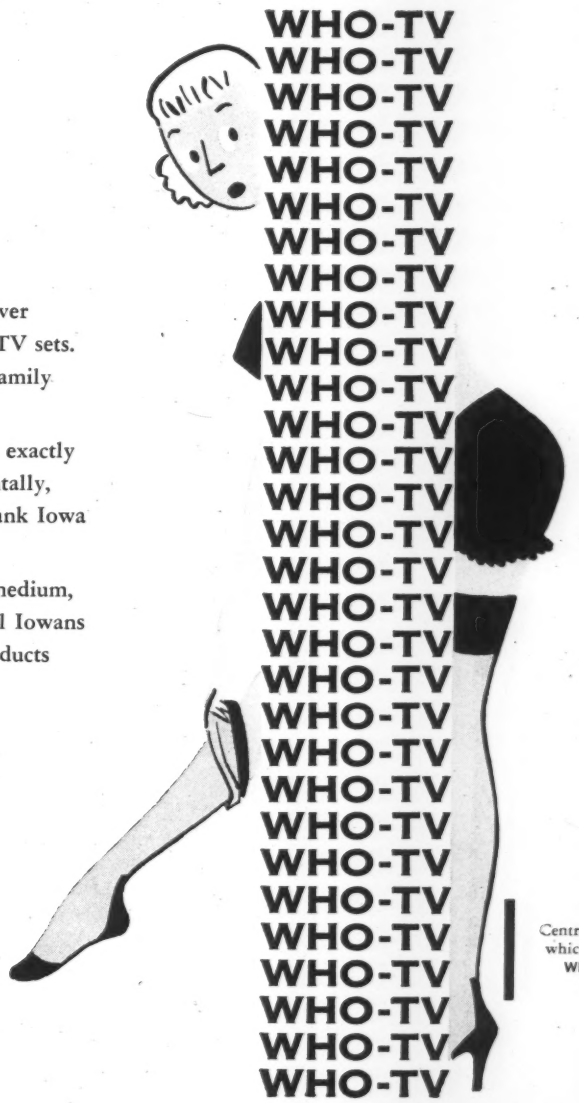
eautiful balance!

WHO-TV serves 42 central Iowa counties — over 329,000 families — over 85% of them owning TV sets. Annual Effective Buying Income is $5002 per family ($96.20 per week!)

It's a well-balanced market, too — split almost exactly 50-50 between urban and non-urban. (Incidentally, new U.S. Census Bureau figures for 16 states rank Iowa first in farm TV-set ownership!)

WHO-TV dominates this market as no other medium, or combination of media, possibly could. Loyal Iowans watch WHO-TV by the hour, and buy the products that bring them the shows — on Channel 13, 316,000 watts.

Ask Peters, Griffin, Woodward for the *proof!*



WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.
National Representatives

NBC Affiliate

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport

in Huntington, W. Va.

The New COWLES Station

WHTN—TV

IS ALREADY A

POWERFUL SELLING FORCE

ASK PETRY TO SHOW YOU THE LATEST ARB REPORT!!!

YOU'LL BE GLAD YOU DID!!

WHTN-TV

CHANNEL 13

A COWLES STATION

Robert R. Tincher, General Manager
Represented by
Edward L. Petry Company

in IOWA:

NEW A·R·B REPORT!

KRNT-TV AGAIN Sweeps Ratings!

16 OUT OF TOP 20

9 out of top 10 Multi-Weekly Shows★
7 out of top 10 Once-A-Week Shows★

323 FIRSTS in 476 Quarter Hours

MULTI-WEEKLY			AVG. RAT.
★ 1.	Russ Van Dyke News	10:00 P.M.	40.6
★ 2.	Al Couppee Sports	10:20 P.M.	28.2
★ 3.	Paul Rhoades News	6:00 P.M.	17.0
★ 4.	Bill Riley's Rascals	5:20 P.M.	16.2
★ 5.	Captain Kangaroo	8:00 A.M.	15.9
★ 6.	Guiding Light	11:45 A.M.	14.0
7.	Comedy Time	4.00 P.M.	13.3
★ 8.	Cartoon Club	5:00 P.M.	13.2
★ 9.	Garry Moore	9:00 A.M.	13.1
★10.	Our Miss Brooks	1:00 P.M.	12.8

ONCE-A-WEEK		AVG. RAT.
★ 1.	Ed Sullivan	55.8
★ 2.	I Love Lucy	53.2
★ 3.	$64,000 Question	51.3
★ 4,	What's My Line	46.2
★ 5.	$64,000 Challenge	41.0
★ 6.	Red Skelton	39.9
7.	Lawrence Welk	39.4
★ 8.	Lassie	39.0
8.	Perry Como	39.0
10.	Wyatt Earp	38.7

Katz Has The Facts On That—
Very Highly Audience Rated,
Sales Results Premeditated,
CBS Affiliated
Station in Des Moines!

DES MOINES TELEVISION

KRNT CBS TV

Channel 8 in Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD 1080 CBS

Delivers the...

*GREATEST COVERAGE

BY FAR..... OF ANY STATION IN THE ENTIRE STATE OF TEXAS

ACCORDING TO A. C. NIELSEN

***THERE ARE 1,530,400 HOMES IN THE AREA SERVED BY KRLD RADIO**

KRLD is located centrally in Texas' richest and most progressive area. There are few natural barriers to impede its full-time 50,000 watt signal. KRLD gives you very adequate coverage of much of America's Southwest and West... at a very reasonable cost. Your advertising dollar buys more on KRLD Radio, Dallas, because you get...

1. MORE COVERAGE
2. HIGHER RATINGS
3. LOWER COST PER 1000

These three important factors combined make KRLD...

The Biggest Buy...
...in the Biggest Market
...in the Biggest State

KRLD is the only Full-Time 50,000 Watt Station in the Dallas-Fort Worth area

KRLD is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. The Branham Company, exclusive representatives. Herald Square, Dallas 2.

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

KRLD
RADIO • 1080
CBS
FOR DALLAS AND FT. WORTH

closed circuit®

MONEY MEASURING • Radio Advertising Bureau is quietly undertaking ambitious project which, it hopes, will lead in time to monthly market-by-market totals not only of spot radio spending but also local radio advertising. It's set to finance test in Cleveland, where it says stations have indicated willingness to cooperate. Stations would report to some central independent organization (probably J. K. Lasser & Co., New York) their monthly local and national spot billings for past three years, plus totals each month this year. These would be added up for whole market and totals sent back to each participating station, which then for first time would know, in dollars, what slice of market it is getting. On West Coast, similar project being considered by Southern California Broadcasters Assn. committee headed by Ward Ingrim of Don Lee, also chairman of RAB executive committee.

B•T

WHILE confirmation is lacking, report is current that certain staff members of Senate Commerce Committee favor giving subscription tv trial on experimental basis. That's precisely tack Zenith, leading proponent of toll tv, has been taking in current barrage to win Congressional and FCC favor. While Senate Committee staff recommendation will carry weight, committee itself must decide policy [CLOSED CIRCUIT, *Feb. 4*].

B•T

COINCIDENTAL COINCIDENTALS • Disturbed by utter lack of similarity in relative patterns of recent coincidental and diary surveys in its market, midwest station has ordered special test now in progress. At same time diary study is in process, two separately conducted coincidental telephone surveys are being made. Station does not believe different survey techniques will produce point-for-point rating similarities, but does think same general relationships should exist throughout results unless one or both methods and applications unsound.

B•T

ON HEELS of decision of National Board of Fire Underwriters to go into radio-tv on paid basis [AT DEADLINE, *Jan. 14*] *was report Friday that National Assn. of Insurance Agents, founded in 1896 and composed of individual casualty agents, is appointing Doremus & Co. as first agency in 61 years. James Mathews, NAIA promotion director, told B•T: "We're thinking in the millions." NAIA National Board meets in Denver April 28-May 1 to formulate advertising campaign which will include radio-tv. NAIA will study results of fire underwriters' broadcast campaign.*

COMMUNITY PROBLEM • With continued growth of community antenna systems in wide-open spaces, several tv broadcasters are considering how best to test their legality, and program property rights are considered most logical legal point. One large feature film company reportedly has offered financial aid in such legal test.

B•T

COMMUNITY antenna questions were discussed informally at NARTB board meeting in Hollywood, Fla. last Wednesday but with no definitive action. Many telecasters do not object to community project because of increased "circulation" thus made available. They object vehemently, however, to sale of spots to local advertisers by some such operators.

B•T

NETWORKS STAY • Time Inc., which has contracted to purchase Bitner radio and television properties, has received assurances from both NBC and ABC that it can keep current affiliations in Indianapolis and Minneapolis, respectively, upon FCC approval of $15,750,000 transaction. Questions had been raised about retention of NBC affiliation in Indianapolis for WFBM-AM-TV against new occupant of ch. 13 which awaits formal FCC decision. Similarly, there was question about ABC affiliation in Minneapolis-St. Paul for WTCN-AM-TV in light of fact that city is four-station market. WOOD-AM-TV Grand Rapids are NBC affiliated in that single-station vhf market.

B•T

FACT that application for FCC approval of Time Inc.'s buy of Bitner properties was not filed same time as KSTP Inc. $1.5 million buy of KOB stations (see story page 9) has simple explanation: Bitner stockholders meet Feb. 25 to approve sale and, obviously, application can't be filed until this takes place.

B•T

UNDECIDED • Wayne Coy states he has net yet made up mind whether he will take over Indianapolis operations when Time Inc. secures Consolidated properties; question of whether his health will permit, he says.

B•T

FIRST REPORTS on Mutual's "house-to-house" canvass of major-market affiliates' views on network's proposal to program news every half-hour [*B•T, Feb. 4, Jan. 28*] *are said to be running at least 4 to 1 in favor. Canvass being conducted by station relations director Charles King, who embarked week ago on projected eight-week tour of affiliates in 100 principal markets. Plan envisions five-minute newscasts every half-hour, with those on hour to be sold locally by stations, others by Mutual. In his visits, Mr. King is soliciting views, not asking for dotted-line signature, and despite 4-to-1 favorable ratio in first week, MBS officials are not unaware that signing-time was point where some of its earlier plans foundered.*

B•T

MULTIPLE OWNERSHIP • Sen. John W. Bricker (R-Ohio) is holding up reintroduction of his bill of 84th Congress to limit ownership of tv stations by individual or firm to those covering no more than 25% of U. S. population pending talk with staff advisors. Reason: Senate Commerce Committee's ranking Republican feels one network [NBC] already is perilously close to such 25% coverage by owned stations and he is fundamentally opposed to law which might involve divestiture or confiscation.

B•T

SOURCE close to Sen. Bricker says he is mainly worried about total population coverage, and sees no harm in increasing, in and of itself, FCC's 5 vhf, 2 uhf numerical limitation. Cited was example (assuming growth of uhf) of three-state, nine-station "network" (some or all uhf), which Ohioan feels could buy films more economically than one-station operator and thus be able to furnish better programming for public at lower cost.

B•T

FM SUCCESS STORY • Client fm success story is being compiled at WFMT (FM) Chicago for Bowman Dairy Co. with substantial sales results directly attributable to 13-week schedule of two hours per day, five weekly programs on good music station. Firm has used radio and tv in past. Agency is J. Walter Thompson Co., Chicago.

B•T

SALLY REYNOLDS, timebuyer, Norman, Craig & Kummel, New York, expected to join Lennen & Newell, New York, as timebuyer on Colgate-Palmolive account, effective next week.

B•T

DISCRIMINATION? • Anti-Defamation League of B'nai B'rith has protested to NARTB against holding next winter board meeting at Camelback Inn, Phoenix, on grounds of discrimination. Protest was read to NARTB board at meeting last Friday at Hollywood, Fla. NARTB management informed board that no discrimination has been evident at several previous meetings held at hotel. It was taken for granted that Anti-Defamation League would be so notified.

B•T

THERE's unusual twist to CBS's decision last week to censor Eric Sevareid script regarding State Dept. ban against travel by U. S. newsmen in Red China (story page 91). Network has officially opposed State Dept. ban but wouldn't let Mr. Sevareid go on air with script stating same view.

from any point of view (Hooper, Pulse, Trendex)

the answer in Omaha is KOWH

Take Pulse, for example. KOWH is first in every daytime quarter hour save 12. And even in *those* 12 KOWH is a close second. Think of it—228 out of 240 weekly quarter hours . . . more evidence, added to previous data, of KOWH's decisive dominance of Omaha radio.

Hooper has KOWH far, far out in front, too. Latest all-day average: 39.0%, and first in every time period.

Trendex gives KOWH top spot in every time period, too.

This is the kind of market-dominance which Storz Station ideas, programming and broad (660 kc.) coverage make possible for national and local advertisers. Results prove it, too.

Get Adam Young's point of view . . . or talk it over with General Manager Virgil Sharpe.

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ
President

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

NARTB BOARD URGES NAME CHANGE TO NAB, APPROVES RECORD BUDGET, PR PROPOSALS

IT PROBABLY will be National Assn. of Broadcasters again on Jan. 1, 1958.

Board of directors of NARTB at closing session Friday in Hollywood, Fla., unanimously recommended change and approved referendum vote of membership to restore original name, concluding that "broadcasters" is all-embracing term, covering all forms of broadcast transmission to public.

Concluding board session also approved record budget of $952,000 for fiscal year beginning April 1, and unanimously adopted new public relations plan developed by special committee and Donald N. Martin, assistant to President Harold E. Fellows, in charge of public relations (see story page 42). Since name change followed resolution to that end adopted at six of eight regional meetings in 1955, it's virtually certain that membership will vote overwhelmingly to return to NAB. Name change will be placed on agenda of 1957 regional conferences. Recent B•T poll of board of directors indicated support for less cumbersome name [B•T, Jan. 28].

National Assn. of Radio & Television Broadcasters was adopted in 1951 in deference to wishes of television broadcasters who felt that old name applied exclusively to aural broadcasting. Referendum is essential under NARTB by-laws. It's estimated change will involve cost of perhaps $15,000-$18,000 for revision of stationery, other print material, Television Code seal and other indentifying insignia.

Board approved annual convention dates for next three years as follows: 1958, Los Angeles, April 27-May 1 at Biltmore and Statler Hotels; 1959 and 1960, Chicago, March 15-19 (1959) and April 3-7 (1960) at Conrad Hilton. Convention this year will be at Conrad Hilton April 7-11. Board proposed eastern convention in 1961 and recommended Miami, New York or Washington.

Resolution asking Congress to amend law to allow five-year broadcast license was approved unanimously. Board opposed proposal of Joint Industry-Government Tall Structures Committee on air space criteria and antenna farms.

Board approved recommendation that for this year only all regional meetings will be open to all broadcasters, members and non-members alike. Board approved by-laws changes requiring minimum six-month membership and 30 days' notice on resignations instead of present 90.

In unanimously approving new public relations project, board adopted resolution concluding that plan proposed properly reflects "the needs for expansion of the public relations program for the broadcasting industry." John M. Outler, WSB Atlanta, chairman of the radio board and of special committee, said: "It's not a crash program. It cannot be brought into being in full overnight. However, a good start can be made with the appropriation and staff available and the committee is confident that it sets the right public relations course for the industry."

Board also authorized NARTB management to explore possibility of producing film for use on air and for group showing.

Attending joint board session Friday, but unable to be present at separate board session, were John Poor, MBS president, and Joseph E. Baudino, v.p., Westinghouse Broadcasting.

Owner-Management Integration Wins Miami V for Nat'l Airlines

SUPERIORITY in integration of ownership and management won Public Service Tv Inc. award of ch. 10 Miami by FCC. Decision announced Friday. Public Service is wholly-owned subsidiary of National Airlines Inc. Four commissioners voted for Public Service grant; Comr. Hyde favored WCKY Cincinnati and Comr. Bartley, WKAT Miami Beach. Comr. Craven abstained.

Denied in two-year case: WKAT, WCKY and North Dade Video Inc., local businessmen.

Petitions to intervene by Eastern Airlines and to reopen record by WKAT (favored for grant in 1955 initial decision) were denied—as both filed too late. Commission, answering WKAT policy question re airline owning tv station, stated nothing in Communications Act precluded airline as licensee. Nor, said FCC, was any Civil Aeronautics Act provision cited prohibiting airline from owning tv station. Comr. Hyde abstained in both these instances; Comr. Bartley favored reopening record to re-examine financial qualifications of National Airlines, as requested by WKAT.

Rumored for weeks, with Sen. A. S. Mike Monroney (D-Okla.) leading Congressional attack on airline ownership of broadcast facility, Friday's action brought "no comment at this time" from Sen. Monroney. Sen. George A. Smathers (D-Fla.) said he had no comment.

Commission gave WKAT preferences for local residence and broadcast experience, and (sharing with Public Service) civic participation of principals. North Dade won preferences for programming proposals, diversification of business interests (lesser significance, FCC said) and (sharing with Public Service) diversification of media of communications. Death of L. B. Wilson, principal owner of WCKY, in 1954 weakened that case, FCC said.

Public Service won preference on integration of ownership and management in addition to sharing other factors with WKAT and North Dade. This was considered "superior" criterion.

WKAT's broadcasting record was "blemished" by use of freelance announcers and alleged excessive commercials, Commission said. North Dade received no first preferences and one of its principals was lacking in candor, a "significant demerit," Commission declared.

POPULARITY PAYS

WHEN-TV Syracuse, N. Y., reported Friday it has increased one-minute spot rate for feature film periods, using Metro-Goldwyn-Mayer pictures, from $80 to $150. WHEN-TV schedules MGM feature each evening with double feature Saturday and matinee Sunday.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 27.

HI-FI IN MARKET • North American Philips Co. (hi-fi sets), N. Y., planning sponsorship of CBS Radio show plus spot campaign in two 13-week flights in more than 50 markets, effective mid-March. C. J. LaRoche, N. Y., is agency.

BIRDSEYE BUSINESS • Birdseye frozen foods, N. Y., preparing tv spot campaign starting Feb. 17 to run about three weeks in approximately 40 markets. Young & Rubicam, N. Y., is agency.

MORE FOR M&M • Hawley & Hoops (M&M candy) adding more than dozen markets to running 52-week spot announcement campaign, effective late February. Ted Bates & Co., N. Y., is agency.

BREEZE BUYING • Lever Bros. (king size Breeze soap), N. Y., placing two-week radio spot campaign to run Feb. 18 to March 2 in about 22 markets. BBDO, N. Y., is agency.

Q-TIPS IN 20 • Q-Tips Inc. (cotton swab sticks), Long Island City, N. Y., launching 13-week radio spot campaign in 20 markets March 4. Agency: Lawrence C. Gumbinner Adv., N. Y.

LATE DATES • C & H sugar buying nighttime tv station ID's starting March 10 for 13 weeks in Chicago, Tulsa, Portland, San Francisco, Los Angeles, Seattle, Fresno and Omaha through Honig-Cooper Inc., L. A.

CHANEL'S DEBUT • Chanel Inc. (Chanel No. 5 perfume), N. Y., will use tv for first time April 1 when it starts spot test campaign in film features in several markets. Dallas, Cleveland and two other cities will be used for 13-week drive, Norman, Craig & Kummel, N. Y., is agency.

SPOTS FOR OLDS • Oldsmobile Div., General Motors Corp., Lansing, Mich., planning radio spot announcement campaign in Florida, South Dakota and Texas, to start mid-February and run through May 10. D. P. Brother, N. Y., is agency.

HERTZ GETS HOT • Hertz Corp. and Hertz Rent-a-Car System, through Campbell-Ewald Co., Detroit, plan increased advertising budget, with addition of radio-tv media sometime this year after resolving equity among locally-owned car rental firms or contributors. Company is spending $2.6 million on national ad budget this year, has heretofore concentrated on magazines.

BROS. BUYS 'BROTHERS' • Lever Bros., N. Y., has signed for CBS-TV's *The Brothers* comedy series (Tues., 8:30-9 p.m. EST) on alternate weeks, effective Feb. 19. Other alternate sponsor is W. A. Sheaffer Pen Co. Agency and product to be promoted still undetermined.

The Highest Rating EVER Made on a Feature Film!

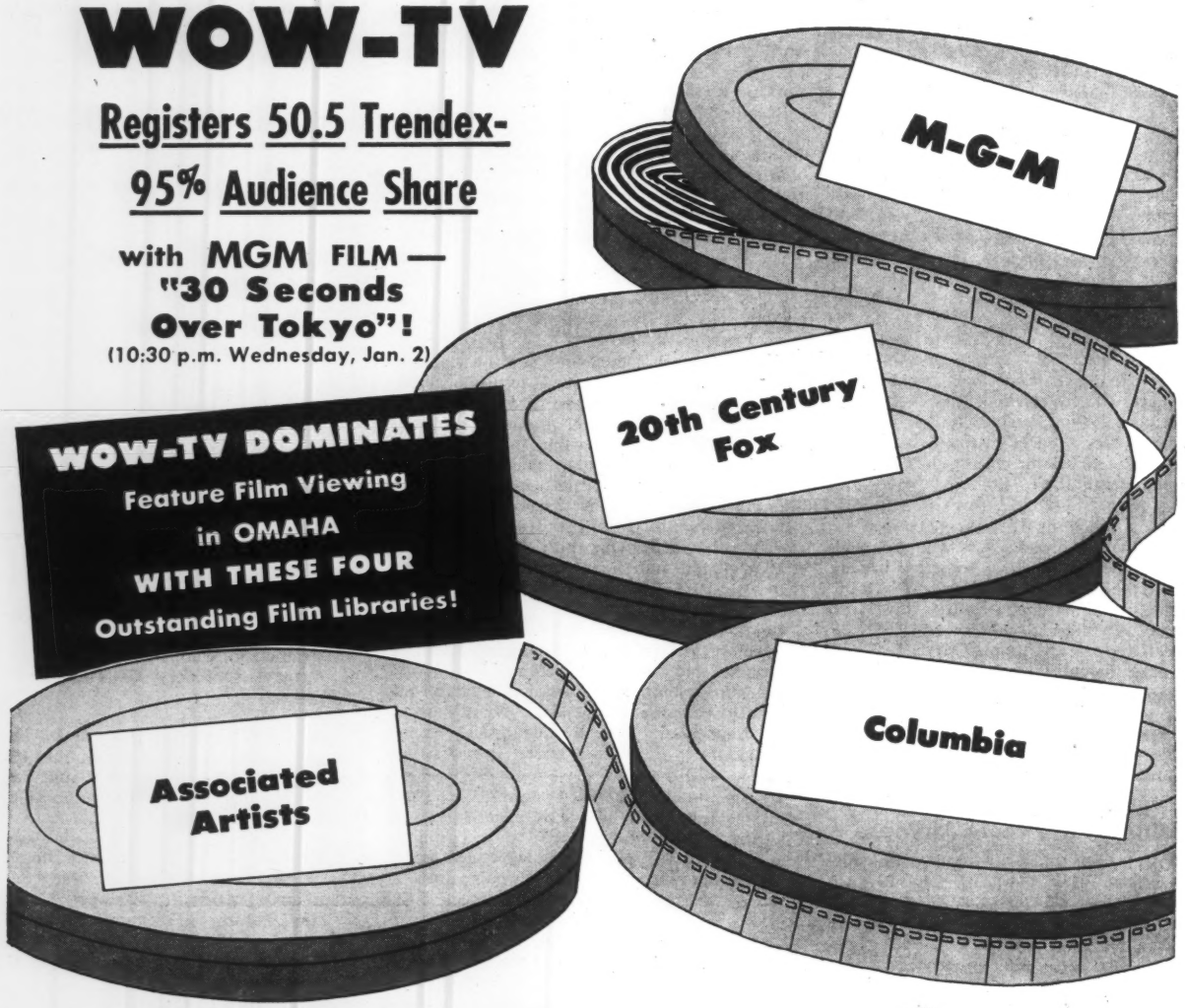
WOW-TV

Registers 50.5 Trendex-

95% Audience Share

with MGM FILM — "30 Seconds Over Tokyo"!
(10:30 p.m. Wednesday, Jan. 2)

WOW-TV DOMINATES
Feature Film Viewing
in OMAHA
WITH THESE FOUR
Outstanding Film Libraries!



WOW-TV Channel 6 Omaha

CBS TV

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Commercial Manager

A Meredith Station

IN OMAHA	it's WOW	and	WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's WHEN	and	WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's KPHO	and	KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's KCMO	and	KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

at deadline

Another Agency Asks for Logs; Eastman Cites Expense, Dangers

SECOND AGENCY call for radio station logs was revealed Friday, followed by statement issued by Robert E. Eastman, executive vice president of John Blair & Co., representation firm, urging temperate and cautious approach and pointing up complexities for both stations and agencies.

Second agency to request logs was John W. Shaw Adv., Chicago, whose authorities said their request was made completely independently of request by William Esty Co.—and without knowledge that Esty bid was being made or even planned (early story page 27). Shaw request went to some 23 radio stations carrying Colgate shave cream spot business, while Esty's went to estimated 300 carrying any Esty product. Where Esty asked for logs for 7-8:30 a.m. periods for five days, Shaw asked for 6-9 a.m. logs for one day.

Mrs. Bobbie Landers, chief timebuyer for Shaw, said she was prompted largely by receiving "considerable" number of reports, from competing stations, that stations carrying Shaw's Colgate business in number of markets were double, triple or quadruple-spotting "or worse."

Mr. Eastman said agency's desire to examine its stations' overall broadcasting content "is most certainly legitimate," but can become extremely cumbersome and expensive—for agencies as well as stations—if number of agencies follow suit. He estimated Esty request would cost agency $6,000 to $7,000 for photostating alone and predicted that if five or six clients requested similar material, bill might run as high as $20,000 per month, which he doubted could be passed along to clients.

He pointed out that advertisers and agencies themselves prefer certain time periods over others, and that stations are "under tremendous pressure" to clear, particularly for early morning and early afternoon. He continued:

"The matter resolves itself to one of good judgment. Who is able to judge the listenability of a program better than that program's listeners. It then follows that if a station over-commercializes certain time periods, it is committing a form of suicide by driving away its listening audience and, thereby, diminishing the value of its time to the advertiser."

He also noted that "the load of commercialism on all media is tremendous": typical New York daily newspaper "which may receive 25 or 30 minutes of reading time from the average individual," he said, "contains 125 advertisements" exclusive of classified ads, while prime time in tv "often finds the closing commercial . . . bridged with three or four announcements prior to the opening commercial of the following program."

"If the information collected is to be used to judge the spot radio medium critically, we ask those who judge to remember that when they look at a cold sheet of paper, they are unable to properly evaluate the talent of the personality."

Magnuson Repeats Request For Excise Tax Aid on Uhf

RENEWAL of request that 10% federal manufacturer's excise tax be removed from all-channel tv sets was made last week by Chairman Warren G. Magnuson of Senate Commerce Committee, on behalf of committee, in letter to Chairman Jere Cooper (D-Tenn.) of House Ways & Means Committee, which handles tax legislation. Letter was written Wednesday, revealed Friday.

Sen. Magnuson noted his committee and all segments of industry which testified before Senate group in its hearings last year on uhf and allocations problems are unanimously in favor of tax removal as major help in preserving uhf broadcasting and thus providing truly nationwide competitive tv system. Adding that only 90 uhfs are now on air out of 1,319 commercial and 169 educational uhf assignments, he said if something isn't done to improve uhf situation, it's likely uhf will die and never be revived.

PEOPLE

EVERARD W. MEADE, former vice president of Young & Rubicam in charge of tv, returning to television after 4-year absence to serve as executive producer of a new film series, *Battleflag*. Pilot will be made within two weeks by Dayton Productions.

ALBERT W. ALLEN, former account executive, Bryan Houston Inc. and Kenyon & Eckhardt, both N. Y., to Joseph Katz Co., N. Y. and Baltimore, as vice president. With agencies since 1953, Mr. Allen for 17 years was with Frankfort Distillers Corp.

WALTER COMPTON, minority stockholder-proposed general manager, North Dade Video Inc., one of losing applicants in Miami ch. 10 case (see pages 7, 65), joins J. Gordon Manchester Adv. Agency, Washington, D. C., as account executive (Acacia Mutual Life Insurance Co.). Mr. Compton was general manager, WTTG (TV) Washington, and before that MBS newscaster.

JAMES F. WHITE, formerly general sales manager of Crescent Industries Inc., appointed national sales manager of Columbia Phonographs, N. Y., division of Columbia Records, replacing **WILLIAM O'BOYLE,** who has resigned.

Comedian **PINKY LEE** and **ALBERT C. GANNAWAY** have formed Pinky Lee Inc. to film 39 half-hour programs for *The Perils of Pinky* tv series.

NBC-TV Affiliates Get Crack At O&O's Mid-Day Program

NBC-TV stations interconnected during midday hours will be offered new 1:30-2:30 p.m. EST Mon.-Fri. color program, tabbed *Club Sixty*, originating at WNBQ (TV) Chicago. Affiliates can carry program, which starts next Monday, sustaining or co-op (local or national spot sponsorship). This is a program that will be carried by all seven NBC-owned tv stations [B•T, Feb. 4].

Liveright Guilty on 14 Counts

HERMAN LIVERIGHT, former WDSU-TV New Orleans tv executive, convicted Friday on 14 charges of contempt of Congress (see story, page 86).

$1.5 Million KOB-AM-TV Sale Filed for Commission Approval

APPLICATION was filed with FCC Friday seeking Commission approval for KSTP Inc. purchase of KOB-AM-TV Albuquerque, N. M., for $1.5 million overall. Move is first in contemplated $15¾ million purchase by Time Inc. of Consolidated Telecasters & Radio Broadcasters Inc. (Bitner controlled) properties in Indianapolis, Minneapolis and Grand Rapids, and is required in order that Time Inc. keep within five-vhf-to-single-owner rule.

KOB properties owned 50% by Time Inc. and 50% by A. Wayne Coy, former FCC chairman. KOB operates on 770 kc with 50 kw day, 25 kw night, NBC affiliation. KOB-TV is on ch. 4 with NBC affiliation. KOB stations were bought by Time and Mr. Coy in 1952 for $900,000 from T. M. Pepperday—*Albuquerque Journal*.

Contract details $875,000 purchase price for Albuquerque Broadcasting Co. stock; $150,000 for land, buildings and equipment (now held by Printing Development Inc, Time Inc. subsidiary, and leased to KOB licensee), and assumption of $475,000 bank note held by New York's First National City Bank. Deadline for FCC approval is Nov. 7, and liquidated damages of $150,000 provided if KSTP fails to consummate transaction. Purchase price also allows for net quick assets plus or minus $100,000 level.

Present KOB owners accept responsibility for directionalizing KOB nighttime transmissions in accordance with FCC's November 1956 instructions, but buyer agrees to carry on litigation over operation on 770 kc. KOB has been operating on 770 kc temporarily since 1941 and has been under attack by ABC since then. ABC's WABC New York is Class I-A on 770 kc. Directional antenna project was estimated at $400,000.

Application indicated that KSTP Inc. had arranged for $1.2 million credit with Mellon National Bank, Pittsburgh, to use in conjunction with purchase.

Balance sheet for KOB stations, as of Dec. 31, 1956, showed total assets of $637,377, of which $223,519 were current assets. Current liabilities were $223,973, and deficit was $26,956. Included in liabilities was $12,000 due for color equipment. Total replacement cost for KOB stations land, buildings and equipment was estimated at $869,961.

Principal owner of KSTP Inc. (KSTP-AM-TV St. Paul and 23% interest in KWK-AM-TV St. Louis) is Stanley E. Hubbard and wife, 78%; Mr. & Mrs. Thomas E. Bragg and wife and daughter, 22%. KSTP Inc. balance sheet as of Dec. 31, 1956, showed total assets of $2,982,580, of which $1,504,378 were current assets. Current liabilities totaled $726,147 and earned surplus was put at $2,098,633. KSTP Inc. net income after federal taxes was $404,048 in 1955, and $625,678 in 1956.

Time Inc. also owns 100% of KLZ-AM-TV Denver, and 80% of KDYL and KTVT (TV) Salt Lake City. Broker in the KOB transaction was Howard E. Stark.

UPCOMING

February

Feb. 14: ANA Radio & Television Advertising Workshop, Plaza Hotel, New York.
Feb. 16: Texas State Bar public information conference, Austin.
Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel, Boston.

For other Upcomings see page 125

the week in brief

ESTY SCANS MORNING LOGS

Madison Ave. looks on as agency asks stations for program schedules to see if there is overcrowding of commercials in some periods 27

HIGH TV COST QUESTIONED

Colgate-Palmolive media director, Sam Frey, matches costly New York video spot with participations for same money in network radio 28

SUMMER SCRAMBLE BEGINS

Soft drink advertisers already are sounding up availabilities on radio and tv stations and networks in anticipation of their peak season 29

RADIO SPOT'S RECORD YEAR

Representatives report shows total sales volume of national spot for 1956 was $149.9 million, well above former $130 million mark in 1953 35

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THE BUSINESSWEEKLY OF RADIO AND TELEVISION

Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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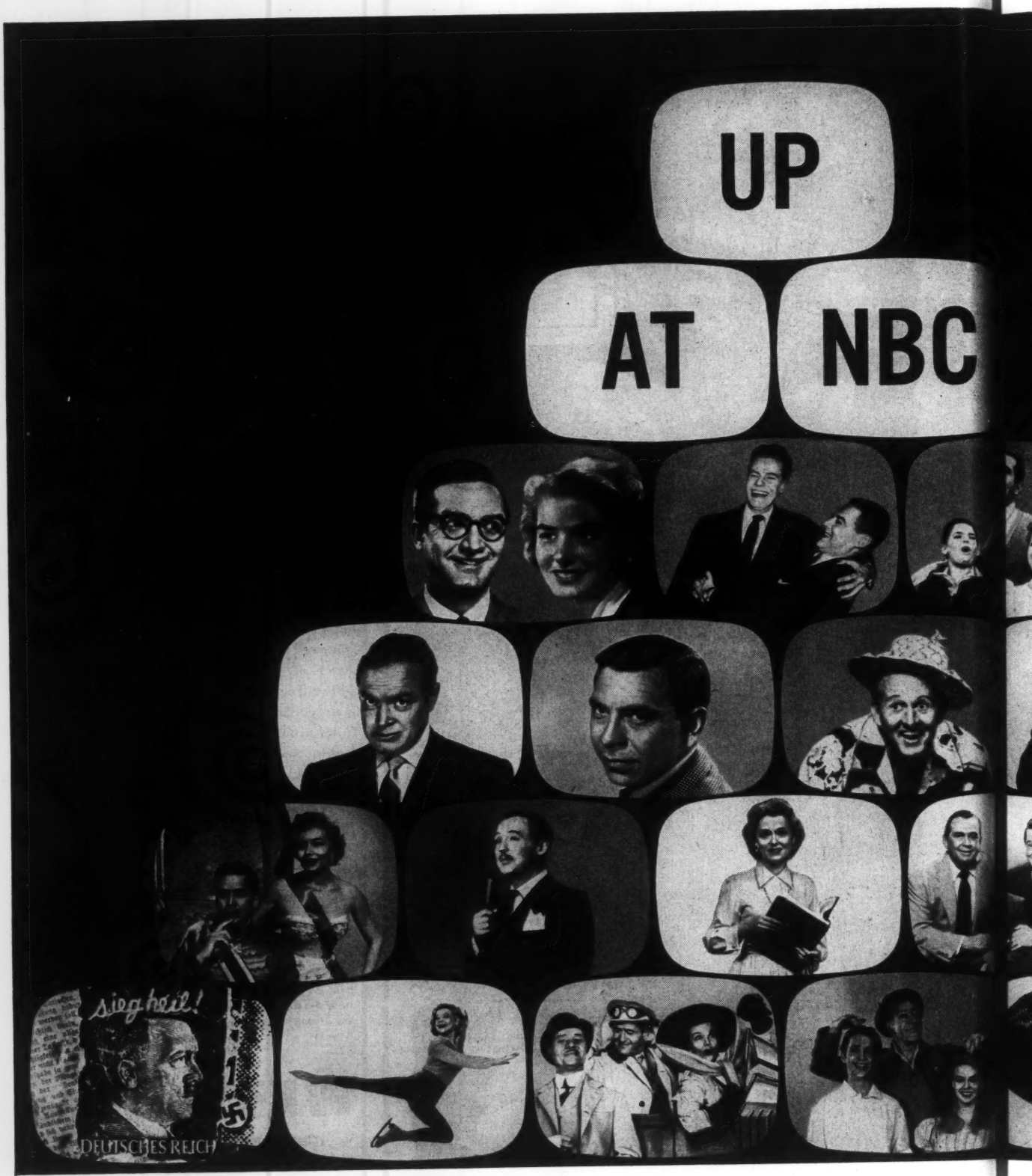
UP
AT
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In comedy, variety, mystery, quiz shows, spectaculars—virtually every type of program, nighttime and daytime—NBC is building bigger and bigger audiences. Here are some representative examples of the dramatic audience increases being registered at NBC.

% gain over last year for same time period

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Perry Como Show... UP 33%
Bob Hope Show... UP 30%
Dragnet... UP 83%
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Spectaculars and "out-of-schedule" shows... UP 25%

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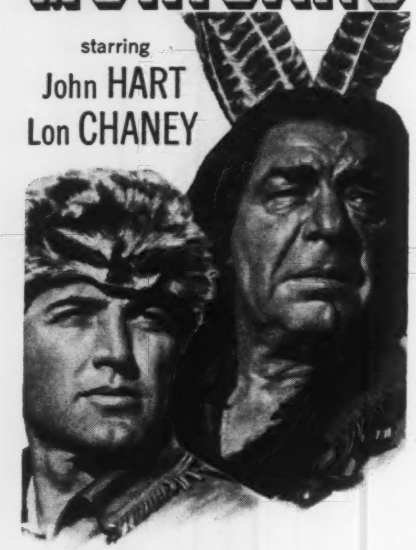

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IN REVIEW

RUGGLES OF RED GAP

THE CREATORS of television's "Ruggles of Red Gap" deserve the proverbial "A" for effort. Obviously so much thought and taste went into this 90-minute musical color-cast (NBC-TV Feb. 3) that it seems a pity to have to say that the end result left something to be desired.

Artistically the production was well nigh flawless, from the ingeniously contrived sets and the excellent costuming down to such skillfully-executed trimmings as the introduction of the principals through stereoscopic slides to establish a turn-of-the century Americana flavor.

Performance-wise, there were two real standouts: Imogene Coca's portrayal of the social-climbing western matron and David Wayne's stint as her earthy husband. And as for dancing, who could ask for anything better than John Butler's refreshingly original choreography for a firemen's Fourth-of-July ballet and for several other less spectacular but equally clever numbers?

Where NBC-TV's "Ruggles" really failed was in the injection of numerous and pointless vocal numbers (from an uninspired if not monotonous score by Leo Robin and Jule Styne) at the expense of the "heart" of the late Harry Leon Wilson's fable—the story of a very proper British gentleman's gentleman who quickly becomes sold on the democratic ways of the good old United States.

For example when Charles Laughton recited from the Declaration of Independence in the early 30s non-musical movie version of "Ruggles of Red Gap," the scene served as a fitting and touching climax for a well-integrated plot and as insight into the redevelopment of a character with real substance. As delivered by Michael Redgrave in the NBC-TV telecast, the same speech seemed merely sandwiched in as a pause between some rather uninspired vocalizing. Mr. Redgrave, incidentally, who has been hailed as one of the finest serious actors on the legitimate stage, turned out to be a very mediocre tv song-and-dance man.

Production costs: Approximately $150,000. Sponsored by Swift & Co. on NBC-TV, Sun. Feb. 3 (7:30-9 p.m., EST).

Cast: Michael Redgrave, David Wayne, Imogene Coca, Peter Lawford, Jane Powell, Joan Holloway.

Produced by Showcase Productions Inc.; stager: Charles Friedman; director: Clark Jones; music: Jule Styne; lyrics: Leo Robin; book: David Shaw, based on novel by Harry Leon Wilson; choreographer: John Butler; music director: Buddy Bregman; costume designer: Robert Fletcher; set designer: James Russell.

MAYERLING

LAST MONDAY's *Producers Showcase* did just that: it showcased production and little else. Taken in its entirety—as a 90-minute bore—Anatole Litvak's tv version of Claude Anet's "Mayerling" was not only probably the most expensive single program in the medium's history, but also the most ballyhooed, elaborately costumed, sumptuously appointed, gloriously scored and no doubt throughly over-rehearsed.

Pegged at something like $600,000 (time, talent, production), the program proved two things: one, that when it comes to spending money, tv knows no master; two, that happiness isn't the only thing hard cash can't buy. The other is performance.

It was somewhat symbolic that the pistols (in Acts 1 and 3) had trouble going off. Producer-director Litvak still had the shell, but the guts of his famous French film of yore (with Charles Boyer and Danielle Darrieux playing the parts) had been sacrificed to make room for the trappings.

A love story demands acting of equal stature. It should flow with ease. Lovely, doe-eyed Audrey Hepburn made an entrancing Maria Vetsera, mistress of Archduke Rudolf of Hapsburg, who was found with him in bed, shot to death the morning of Jan. 31, 1889, in the royal hunting lodge at Mayerling thus rocking Franz Josef's Austro-Hungarian empire with scandal. But Mr. Ferrer simply couldn't match his wife's talents. His Rudolf seemed more like one of Victor Herbert's wooden soldiers than the anguished, tormented lover who, having been denied everything in life, turned to death as the only way out.

More important than the acting—or lack of—itself was the fact that the entire cast ended up competing with costumes by Brooks and the NBC prop department. What happened in the final analysis was that Showcase Productions Inc. managed to reverse the age-old principle of staged drama: that of having the settings serve as a background to the actors. The poor beggars never had a chance.

Production costs: approximately $500,000 (not including time).

Sponsored by John Hancock Mutual Life Insurance Co. through McCann-Erickson, and RCA, RCA Whirlpool Seeger Corp., through Kenyon & Eckhardt, both N. Y., on Producers' Showcase, *Mon., Feb. 4, 8-9:30 p.m. EST, on NBC-TV.*

Executive producer: Mort Abrahams; producer-director: Anatole Litvak; assoc. producer: Leo Davis; production assoc.: Andrew McCullough; production executive: Alvin Cooperman; production supervisor: Shelley Hull; assoc. director: Dean Whitmore; sets: Otis Riggs; scenic design: Richard Day; costumes: Dorothy Jeakins; music: George Bassman; choreography: Marc Breaux; casting: Joan MacDonald; lighting: Jack Fitzpatrick.

Cast: Audrey Hepburn, Mel Ferrer, Raymond Massey, Basil Sydney, Diana Wynyard, Judith Evelyn, Isobel Elsom, Nehemiah Persoff, Ian Wolfe, John McGovern, and over 100 others.

SEEN & HEARD

In contrast to "Mayerling," whose production was at times choppy, that same evening's *Studio One* (CBS-TV) came up with one of the smoothest produced items of the season. The story, "Tale of the Comet," had the now familiar refrain of life behind the grey-flanneled curtain. It dealt with a tv comic who rose and fell by the "rating ratrace." But it remained for Robert Alan Aurthur's

HOWDY !!

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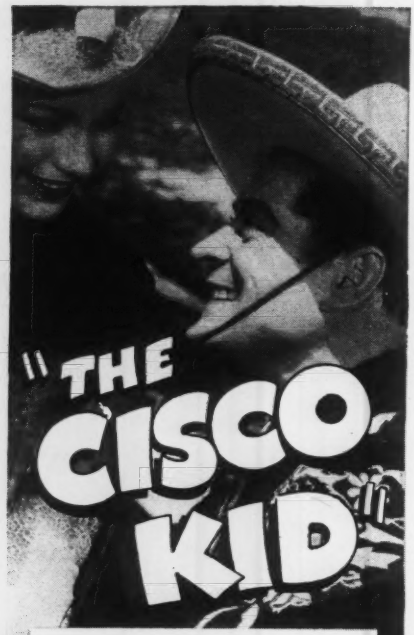

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ZIV Television

New York Chicago Cincinnati Hollywood

well-thought-out script, tight production and direction by the team of Gordon Duff and Bob Mulligan, and top-notch performances by Hal March and Kathleen McGuire, to put it over well. Mr. March, who has spent the last two years giving away money, ought to have no trouble making it now—as an actor of stature.

At a time when too many newspundits spend their off-mike time coining smart phrases about our foreign policy, we think it's high time someone starts coining a medal for Ed Murrow & Co. Given a camera crew and devilishly-intelligent reporters, the team of Murrow and Friendly may yet, in time, replace the diplomatic observer.

Take the Feb. 3's hour-long report on Burma, for instance, one of a number of forays into far-away places with not only strange-sounding names but strange political philosophies, as well. In this superlative piece of visual journalism, *See It Now* not only dispelled any notion that Buddhism is that silly cult of statue-worship—pointing out instead that it is one of the few remaining meditative practices left on this earth—but also gave ample proof why the Burmese are, and will remain, neutral. It should have been required viewing for the diplomats.

OPEN MIKE

Corrections, Additions

EDITOR:

I noted with interest—and amusement—the story in your Jan. 28 issue telling of how "WPTR [Albany, N. Y.] Placates Longhairs with Closed-Circuit Opera."

The story is outdated—by more than six weeks.

It is true that WPTR did install a closed-circuit system as outlined in the story, but only for two weeks in early December. It was abruptly terminated when The Texas Co. and ABC ordered the station to cease and desist.

Our paper took WPTR to task through my column for dropping the opera and staged a campaign to have it restored. WGY Schenectady took note of the response and contracted with ABC for the opera on a one-day delay basis (12:15 p.m. Sundays).

In cancelling the opera, WPTR claimed there was only a small minority interested and it was operating on a popular music "kick" for the greater good of the greater number.

In the week after its first broadcast of the opera, WGY received 800 letters from listeners thanking the station for resuming the broadcasts. This paper, which took an editorial stand in addition to my columnar comments, was praised by a number of individuals and music organizations.

It would seem to prove a point: Statistics and ratings are not the best indication always of a program's popularity. And even if they were, there is a place for cultural programming on every station despite the deplorable current trend to music (popular) and news.

Walt Hawver, Radio-Tv Editor,
The Knickerbocker News
Albany, N. Y.

[EDITOR'S NOTE: B•T's story relied on a release from WPTR. The fact that the closed-circuit arrangement was made at all made the incident newsworthy. B•T regrets not being informed of the cancellation and WGY's subsequent action.]

Fan Mail

EDITOR:

We seldom have reason to disagree with views offered by reviewers in B•T. In the Jan. 28 issue, however, appears a brief review of *The Ernie Kovacs Show* with which we violently disagree.

First of all, the breath of spring brought by this program, amongst the withered staleness of most tv, is alone enough to rate commendation. We see so much of unoriginal, trite programming, that one wants to fondly embace the picture tube when something original appears. Kovacs, Shears and company have the guts to depart from the standard, proven formula, and should be commended for that if nothing else. . . .

Here was live television with all the production perfection found usually only in film work. Good, creative, live television in these days of the overused, overheated film chain shouldn't be condemned.

TSFPCEK
(The Society for Prevention of Cruelty to Ernie Kovacs)
Dick Johnston, President
Ann Arbor, Mich.

[EDITOR'S NOTE: TSFPCEK refers to a special NBC-TV program done completely without dialogue. B•T concurs that it was unique.]

EDITOR:

With regard to your caustic comments on *The Ernie Kovacs Show,* I just want to take this opportunity to disagree. I thought the program was terrific. He's a master of production gimmicks and I, for one, thoroughly enjoyed this beautiful change of pace from an otherwise dull routine of ordinary video claptrap.

Bob Chase
D'Arcy Adv. Co.
St. Louis, Mo.

Nomenclature

EDITOR:

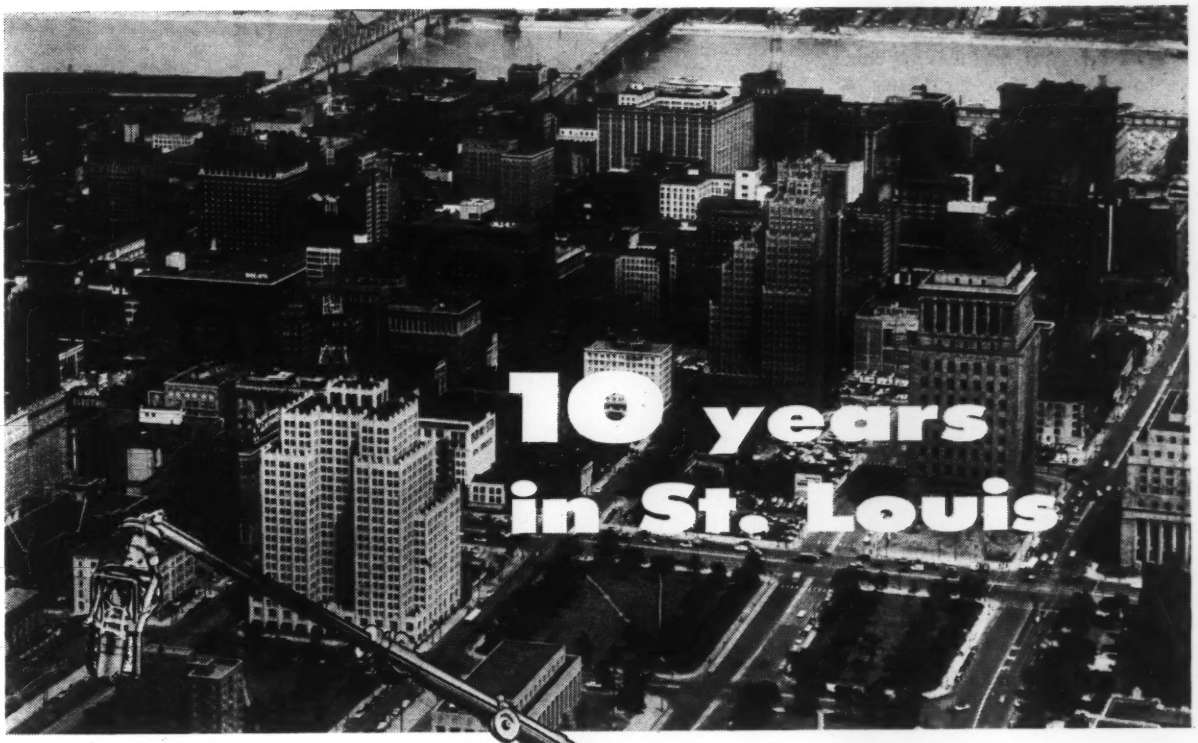
For shame! I note in the Feb. 4 issue a description of our George F. Hartford a "tv vice president of WTOP Inc., Washington."

In the first place, there is no "WTOP Inc." It was liquidated several months ago. It is now part of The Washington Post Broadcast Div. George Hartford's proper title is Vice President for WTOP-TV. And if you need further amplification, it would be "operated by The Washington Post Broadcast Div." And if you need still further amplification, it would be "owned by the Washington Post Co."

Just in the interests of precise reporting, a reputation for which B•T has so justly earned!

John S. Hayes, President
The Washington Post Broadcast Div.
Washington, D. C.

[EDITOR'S NOTE: Precisely.]



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MILESTONES

WIL St. Louis, Mo., Celebrates 35th Year of Broadcasting

IN 35 YEARS' time WIL St. Louis has come from the basement of founder Lester A. Benson's home to a well-appointed establishment in the Coronado Hotel. The 1430 kc, 5 kw station, which calls itself St. Louis' most powerful independent, yesterday (Sunday) celebrated its 35th birthday.

WIL's beginnings date back to the days after World War I when President-General Manager Benson was operator of the Benwood Radio Co., a parts and service store. This was the site of Mr. Benson's first radio transmitter, which carried the early experimental broadcasts. During the Harding election of 1920 he broadcast returns from his basement, and the station's first regular program was aired Feb. 10, 1922. Call letters were WEB until the government assigned WIL to the Benson facility.

Today Missouri Broadcasting Corp., operates, in addition to the pioneer St. Louis station, WWIL Fort Lauderdale, Fla., Another radio veteran, Nick Pagliara, is vice president of the Missouri corporation and station manager of WIL. Mr. Pagliara, during radio's early days was program director and manager of stations in New York and West Virginia.

At the 35-year mark WIL points with pride to record acceptance by listeners and sponsors of its 20-hour music policy and to the growth it has experienced, along with other independent radio stations, in the last three years. WIL is proud, too, that native St. Louisans account for about 25% of total station employes.

► DR. CHARLES E. FULLER began his 33rd year of broadcasting on *Old Fashioned Revival Hour,* which originates from the Long Beach, Calif., municipal auditorium.

► CHEF, showman, and sponsor Guiseppe Leopoldo Milani honored Feb. 4 by Hollywood Ad Club on completion of 30 years of broadcasting.

► PETER MUDIE, KOIN Portland, Ore., marked her 23rd year of broadcasting.

► WIND Chicago's *Night Watch* record program celebrated its 20th anniversary Feb. 1.

► BOB LEEFERS, WMT Cedar Rapids, Iowa, staff announcer, joined station's 20 Year Club.

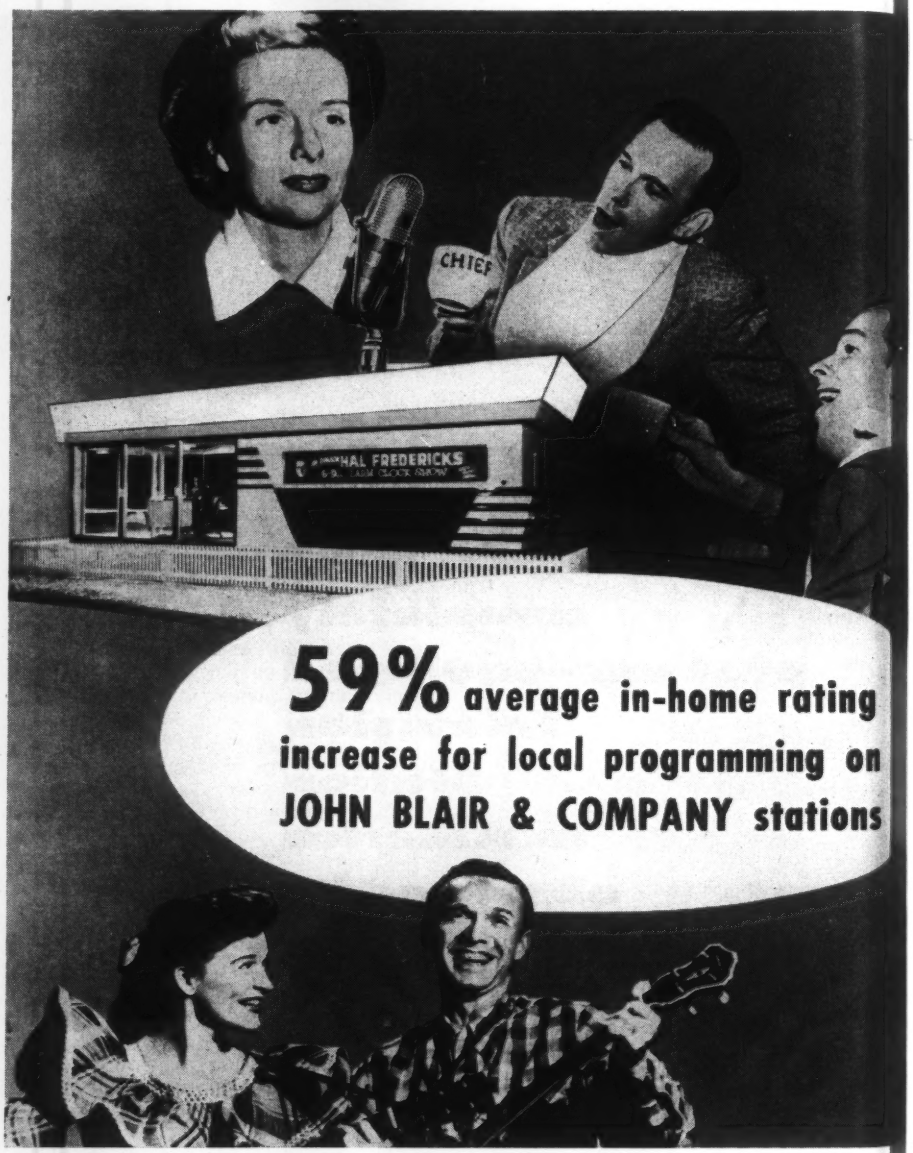
► JACK LACY, WINS New York disc jockey, celebrated double anniversary after 10 years with station, 20 years in radio.

► KSD-TV St. Louis, Mo., observed 10th year on air.

► CAL KOLBY, WDRC Hartford, Conn., marking fourth year with station this month.

► W. R. (BILL) WAGNER celebrating his 10th anniversary with Rounsaville Radio Stations, Atlanta, Ga.

SPOT RADIO registers



THE VISUAL ABOVE is one of a series comprising "Spot Radio —1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.

new gains in selling-power

and these major-market stations have led in developing today's effective programming

Forty stations in major markets are represented by John Blair & Company—by far the strongest group of markets and stations served by one representative.

In a real sense, we work in partnership with these stations, functioning as an integral part of the station-organization in all matters affecting successful planning and sales.

Through the years, we have shared in their problems, and their progress—and they in ours.

These stations have a very vital point in common—they are registering audience gains. As the chart at left shows, listening to local daytime programs on Blair-represented stations has gained materially since 1952. The average gain is 59 percent!

The advent of television brought a revolution in radio. No longer do major stations depend solely on network features to build audience and sales-influence. Today, successful stations are intensely local in character—concentrating on local interests, local problems, local tastes.

Representing strong stations in every section, Blair has wide opportunity to study the effectiveness of varied program-techniques in building audience for the station and sales for the advertiser. In recent years, Blair stations have led in the development of local-interest programming—until today, in market after market, the Blair station stands first in audience, first in advertising accounts, first in sales-results.

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CASE HISTORY— PEANUT BUTTER

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"Radio is a must for all-over penetration of huge, rich, sprawling Southern California" says Lee Siteman, partner, Mottl & Siteman Advertising Agency, Los Angeles. "And KBIG is a must for tremendous coverage at low cost-per-thousand."

Catchy jingles with the voices of cute kids are used by Scudder Foods in both minute and thirty-second form to sell potato chips and peanut butter. They've been broadcast over a thousand times on KBIG (and over 700 on its newer sister station, KBIF Fresno).

Scudder's steady increase of its KBIG buys since 1954 typifies a trend which has made grocery products today's biggest category on the Catalina Station.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to SELIG JACOB SELIGMAN

"I WANT to write, to produce, to help create the kind of programs we'd all like to watch on our tv screens. But every time I open my mouth I wind up counting money. It's very frustrating."

Selig J. Seligman does not give any outward indications of frustration. On the contrary, he seems to thrive on the administrative duties attendant upon his position as general manager of ABC-owned KABC-TV Los Angeles. Yet it is true that his life to date has been pretty much a conflict between artistic and "practical" considerations, with the latter usually coming out on top.

Item: Ready for college, he had his choice of two scholarships, one in music at New York's famed Juilliard School or one at New York U. In that depression year "there seemed little future for viola players, so I picked NYU," Mr. Seligman recalls.

Item: Twenty years later, when he was vice president and general manager of Northio Theatres Corp., Ohio-Kentucky chain owned by United Paramount Theatres, he requested that when the merger with ABC was complete he be sent to Hollywood to try his hand at writing and producing. This was done, but in addition to his creative tasks he found himself taking on administrative assignments which grew into a full-time job for him, first as assistant to Earl Hudson, ABC's Western Div. vice president, next as business manager of KABC-TV and now as general manager of the station.

The artistic side of the Seligman character has never been suppressed for very long, however. At NYU, young Selig managed to edit the weekly newspaper and contribute short stories to the fiction magazine as well as handle the financially rewarding job of business manager of the monthly humor magazine, and he also found time to play second viola in the NYU orchestra. He must have found time to study, too, as he won a Phi Beta Kappa key prior to his graduating *cum laude* in 1937.

Four years later, with master's and doctor's degrees, also *cum laude*, from Harvard Law School, he went to Washington as branch counsel of the Consumers Durable Goods Div. of the War Production Board, which regulated about 100 industries, including motion pictures. Legal author of the orders which allocated the amounts of motion picture film and set construction to the picture companies allowable during wartime, Mr. Seligman became acquainted with the presidents of those companies, who visited Washington about once a month and acted as a film industry advisory committee to government.

After serving overseas with the Army's Signal Intelligence Corps from 1943 to 1945 and staying on in Europe as a prosecuting attorney at the Nuremberg War Trials, Mr. Seligman returned to Washington as an attorney for the State Dept.

Then Barney Balaban, president of Paramount Pictures, persuaded him to join the Paramount legal staff engaged in defending the antitrust suit which eventually led to the divorcement of the company's production and exhibition activities.

"After the consent decree was signed, lawyers were needed to tell the executives what they could and could not do under the new rules," he relates, so he stayed on, getting more and more into the executive end until in 1950, he became head of the Northio operation.

As an antidote to his business duties, Mr. Seligman had continued his writing, having a number of short stories published as well as his first novel, *Honey on the Hill,* whose hard cover edition was followed by a paperback reprint, retitled *The Big Deal.* His writing-production chores for ABC-TV in Hollywood, where he was teamed with Hunt Stromberg Jr., temporarily satisfied his creative urge, but as management matters occupied more and more of his office hours he again turned to the typewriter at home evenings and weekends. A second novel, *Marquee,* is now making the rounds of book publishers and he has a suspense motion picture script just about ready to submit to Am-Par, AB-PT subsidiary recently organized to make theatrical movies.

Just past his 39th birthday (he was born in New York City, Jan. 24, 1918), Selig Jacob Seligman lives in the Silver Lake district of Hollywood, five minutes from his office. His wife is the former Muriel Bienstock. They have three children: Joel, 7; Brad, 5½, and Dale, 4. Possibly the only Hollywood executive who does not list golf and gin rummy as his major hobbies, Mr. Seligman says he finds his work, his writing and his family ample to keep his waking hours fully occupied.

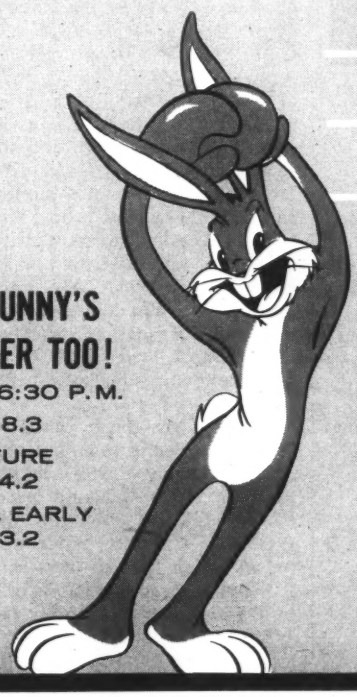
ONCE AGAIN...

WARNER CARTOONS BEAT ALL COMPETITION!

For WCSH In Portland, Maine

December ARB Ratings
("Fun House" 5:30-6 P.M. Mon. thru Fri.)

	WCSH WARNER CARTOONS	WGAN ADVENTURE LAND	WMTW MICKEY MOUSE CLUB
AVERAGE	**18.7**	**14.2**	**6.2**
MON.	15.6	16.1	5.1
TUES.	19.6	13.5	5.9
WED.	18.1	14.6	7.3
THURS.	20.0	14.2	6.1
FRI.	20.0	12.4	6.7



BUGS BUNNY'S A WINNER TOO!
Wed. 6-6:30 P.M.
BUGS—18.3
ADVENTURE LAND—14.2
NEWS & EARLY SHOW—3.2

PUT THESE RATING WINNERS TO WORK FOR YOU!

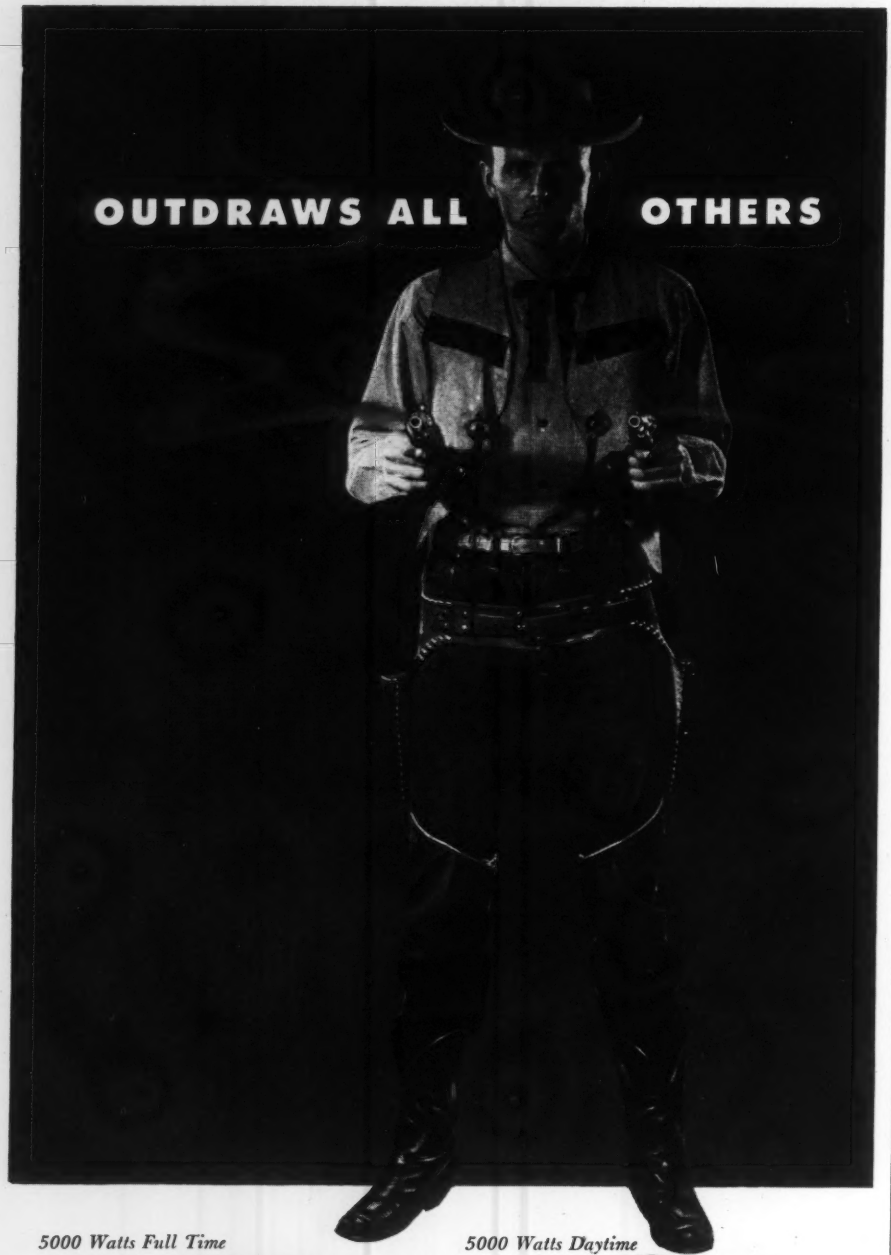
write or call **a.a.p. inc.**

345 Madison Ave., N.Y.C. MUrray Hill 6-2323

CHICAGO
75 E. Wacker Drive
DEarborn 2-4040

DALLAS
1511 Bryan Street
Riverside 7-8553

LOS ANGELES
9110 Sunset Boulevard
CRestview 6-5886



5000 Watts Full Time

KSO

1460 KC
Des Moines, Iowa

No one will "rustle" your audience when you use KSO, Iowa's most powerful independent station. Continuous popular programming of music, news and sports, puts a buying frame in the mind of KSO listeners . . . just awaiting your sales "shot!" To make every shot count, "zero" in with KSO!

5000 Watts Daytime

WXLW

950 KC
Indianapolis, Ind.

Put each "shot" where it counts, in the "heart" of the steadily growing Indianapolis market. From dawn to dusk, WXLW holds "ready," with entertaining music and news, an audience of financially capable buyers who'll respond with sales. Put a "bullseye" in your sales message!

Get the Facts from Your
JOHN E. PEARSON Representative

WILLIAM BARTH

on all accounts

AMONG local Chicago agencies, which spar spiritedly for new billings, Henry Senne Adv. is recognized for its heavy reliance on broadcast media. About 70% of its billings are in radio and television.

The executive identified most with having achieved this proportion, aside from President Henry J. Senne, is William Barth, vice president and jack of all trades, including radio-tv production, timebuying, and account and copy work.

Born in Blue Island, Ill., on March 29, 1913, he attended St. Benedict's Parochial and Mount Carmel high schools before enrolling at Notre Dame as a major in advertising and journalism. His first job was in 1934 at NBC Chicago where he assumed charge of its music library, which eventually became the "music literary research" department. He then handled dance band remotes and, later, recorded shows. Mr. Barth became assistant to the director on NBC's *Fibber McGee & Molly, First Nighter* and *Great Northern Hour*. He served in the Army from 1941 to 1944, attaining the rank of first lieutenant.

Mr. Barth joined CBS in Chicago on recordings and remotes, becoming writer-director, and then "got the tv bug," he says. He took a course at American Television Inc., serving on staff (copy, technical work) before accepting the assistant program manager's post at WXEL (TV) Cleveland (now WJW-TV) in 1947. Mr. Barth went with Trans-Video, film commercial firm, and later Ohio Adv. Agency as radio-tv director. He returned to Chicago in 1949 as radio-tv director and copy chief of Guenther-Bradford Co.

In 1953 Mr. Barth joined Roberts, MacAvinche & Senne (changed to Henry Senne Adv. in October 1955) in his present capacities. He writes and produces *50,000 Penny Jackpot,* children's quiz show on WGN-TV Chicago. While not disparaging tv, on which he also buys spot, Mr. Barth is higher on radio because of low cost and local Chicago tv availability factors.

He lives with his wife, the former Margaret Garrett, and daughter Lynne, 10, in Naperville, Ill. His hobby is golf.

For RESULTS

IN MICHIGAN'S BIGGEST MARKET

WKMH

HAS THE POWER TO

REACH the listener . . .

5000 watts going strong! WKMH cost-per-thousand is lowest of all stations at all hours!*

HOLD the listener . . . with the tops of today's

most popular features in music, news and sports, 24 hours a day!

SELL the listener . . . consistent use of WKMH

by Metropolitan Detroit's most astute buyers proves WKMH's power to produce results!

**6 A.M. to 6 P.M.*

WKMH
RADIO HUB OF THE MOTOR CITY

Fred A. Knorr, Pres.
John Carroll, Mg. Director
Represented by Headley—Reed

For SAVINGS:

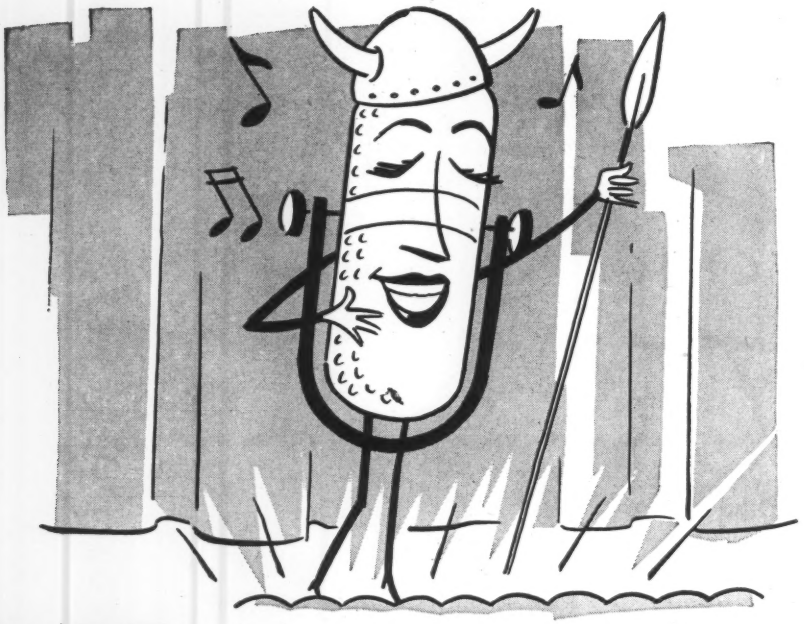
SAVE UP TO 15%

by using two or more of these powerful stations:

USE ALL 4 STATIONS . . . SAVE 15%
USE ANY 3 STATIONS . . . SAVE 10%
USE ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WSAM Saginaw, Mich.
WKHM Jackson, Mich.
Jackson Broadcasting & Television Corp.

KNORR BROADCASTING CORP.



KTHS (LITTLE ROCK)
Warbles Sweetly at Jenny Lind (Ark.)

NCS No. 2 — DAYTIME DAILY

	KTHS	Station B
50%—100% counties	4	2
25%— 50% counties	37	18
10%—100% counties	55	42

KTHS, 50,000 watts, is basic CBS Radio in Little Rock. It does a tremendous job there — and its big voice also reaches nearly *all* the State — including little Jenny Lind (Ark.)!

Your Branham representative can give you all the facts on KTHS — your BIG BUY in Arkansas!

Latest Nielsen figures show KTHS with Weekly Daytime circulation of 62 counties and over 120,000 listening families. NCS No. 2 — November, 1956.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager

BROADCASTING
TELECASTING

Vol. 52, No. 6 **FEBRUARY 11, 1957**

ESTY PROBES COMMERCIAL VOLUME

- **Agency admits concern that radio stations are over-spotting**
- **Will demand for program logs set expensive precedent?**

OTHER major agencies watched noncommittally—and stations apprehensively—as William Esty Co. proceeded last week with its possibly unprecedented request for early-morning logs of all radio stations carrying Esty spot business [CLOSED CIRCUIT, Feb. 4].

The fear in the hearts of broadcasters was that other agencies would follow suit with log requests of their own and thereby saddle stations with a fantastically expensive burden in compiling, copying and furnishing endless reams of logs to all comers. Tacitly, some also acknowledged that logs might show some stations have overcrowded commercials in some periods.

A canvass of a number of major agencies by B•T brought no immediate indication that a landslide of log requests either would or would not result. Most of the agency officials contacted professed a considerable lack of interest in the Esty tactic. One, however, considered it "a good idea"—but doubted it would succeed because, in his opinion, some stations would submit logs to Esty and some wouldn't and that would be that. Another, in a similar vein, felt Esty could accomplish as much and maybe more by going to the FCC for log information.

At the Esty company, however, authorities reported that they were getting "pretty good" response, although they could not give an estimate of logs thus far received.

They did confirm what everybody had assumed—that they made the request because they wanted to find out "just how commercial" the stations are getting. But they didn't know yet, they told B•T, what action, if any, they might take if the logs show some stations crowding too many commercials into a time period.

Radio is regarded by Esty as a strapping, good medium, they continued. But they felt it could weaken itself by over-loading with commercials. Their implications was that their log request would—they hoped—help to avoid any such weakening of the medium by bringing excesses to light and perhaps thereby prompting straying stations to get their commercial practices back in line.

They acknowledged that they had spot-checked broadcasts on several stations—the sort of checking an agency regularly does—and said they found a number of cases where time periods were over-loaded with spots. They have not conducted any systematic monitoring program in connection with the log project, they asserted.

There was no estimate of the number of stations which already had supplied logs, authorities reporting that as of late last week they had no chance to make a count. Although they considered the response to date "pretty good," they could not say whether it was as good as they'd expected. That verdict, they explained, would have to wait for an examination of the returns to see which stations, as well as how many, had replied.

They said they knew of no case of a station sending in a refusal to submit the logs.

Elsewhere, however, there were indications that there would be a substantial number of refusals—or, at least, failures to reply at all.

What appeared to be a minority of stations, according to a canvass of station representatives by B•T, took the position that submitting logs was virtually equivalent to submitting their balance sheets and that accordingly they would not do so. A much greater number

HOW MUCH IS TOO MUCH?

AS DESCRIBED in the accompanying story, William Esty Co. is concerned about the number of commercials radio stations may be crowding into particular time periods. Aside from individual taste and/or judgment, there is but one codified standard in this regard: the NARTB Standards of Practice for Radio Broadcasters (Revised, 1955), which prescribes the following allowances:

"The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

5	minute	programs	1:15 minutes
10	"	"	2:10 "
15	"	"	3:00 "
25	"	"	4:00 "
30	"	"	4:15 "
45	"	"	5:45 "
60	"	"	7:00 "

"The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

"While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly, the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* signoff should be avoided. To this end, the program itself should be announced and clearly identified *before* the use of what have been known as 'cowcatcher' announcements and the programs should be signed off *after* the use of what have been known as 'hitchhike' announcements.

"The advancing techniques of the broadcast art have shown that the *quality* and *proper integration* of advertising copy are just as important as measurement in time. The measure of a station's service to its audience is determined by its over-all performance, rather than by any individual segment of its broadcast day."

Unlike the companion tv code, the radio code has no system of enforcement.

held that Esty had a right to see the logs, in order to determine whether it was getting what it ordered. But they were fearful that other agencies would make similar requests and create an almost impossible situation for stations. They thought it easily conceivable that stations would have to assign people fulltime to the task of preparing log copies and in the long run be forced to raise their rates. They therefore were resisting the Esty request.

Another, but apparently smaller, group not only felt Esty was entitled to the information but was preparing to submit it.

In the meantime the Esty request was considered, somewhat as a side question, at a regular meeting of the Station Representatives Assn.'s radio trade practices committee. The consensus, according to participants, was that the request was legitimate but that it did not take into account the size of the imposition upon stations if many agencies followed suit.

Accordingly the committeemen agreed that a group of them, headed by committee chairman Robert E. Eastman of John Blair & Co., should have a meeting with Esty officials to discuss the situation generally, learn Esty's long-range thinking on the question, and perhaps point up the mechanical problem that Esty may have overlooked —that of the vast workload and expense that would confront stations if furnishing logs became a general practice.

This meeting may be held this week, following the return of Richard C. Grahl, radio-tv timebuyer who initiated the log request, from a trip to Florida. He is due back in his New York office today (Monday).

The SRA radio trade practices committee consists of Chairman Eastman; Morris Kellner of Katz Agency; John Tormey of Avery-Knodel; Walter Dunn of H-R Representatives; Steve Machcinski of Adam Young; Jack Thompson of Peters, Griffin, Woodward; Richard O'Connell of the firm bearing his name, and Carl Schuele of Broadcast Time Sales.

The Esty request was for logs for the 7-8:30 a.m. periods, Jan. 21-25, for all radio stations carrying spot business placed by Esty. Inevitably linked with the agency's concern over the amount of commercial time going into these periods is its acknowledged fear of the consequences of NBC Radio's new hourly newscasts, which are co-sponsored by Brown & Williamson Tobacco Co. and Bristol-Myers. As agency for Reynolds Tobacco Co., Esty has made plain its concern lest NBC affiliates who clear early-morning time for the network newscasts will have to "bump" some of the Reynolds spots out of that strong morning time or else give them inadequate protection [B•T, Jan. 7, *et seq*].

Coincidentally, at virtually the same time the Esty letter was going out, SRA itself was re-issuing to its members a bulletin first circulated some six months ago, decrying the fact that "quite frequently some representative organizations will resort to such practices as securing off-the-air tapes of competitive stations, or secure station logs of a competitor, and take them around to agency people pointing out what a bad boy this station or that station is with either too many spots in any given time segment or a bad sounding program . . ."

SRA Managing Director Larry Webb, who re-issued the bulletin, said he did so before he had any knowledge of the Esty letter. In sending it out again he was prompted by the fact that "it has come to our attention that the practice referred to in [the bulletin] is again being resorted to by some salesmen," according to a covering note.

The bulletin deplores the fact that "instead of selling the merits of [their stations] and the overall merits of radio or tv advertising in general," some representatives sometimes "spend their time crying on a timebuyer's shoulder about what a horrible job the competitive stations are doing in the market."

The bulletin continues:

"The great danger of this type of selling —if you can call it selling—is that it makes agency people suspicious of all radio and tv advertising. Without any doubt we could find fault with any radio or tv operation because there is no such thing as a perfect operation in the business. Before anyone becomes involved in such malpractices strong consideration should be given to the fact that two can play at the same game with the end result being that everyone becomes involved in a negative, destructive type of selling which hurts everyone and is against every principle of good business. . . ."

WHY TV'S HIGH COST? ASKS C-P

THE advertising media director of Colgate-Palmolive Co. last week challenged television salesmen to explain why one tv spot on a single station can cost as much as a participation schedule on an entire radio network.

The media director, Sam Frey, said the one-time price of a 20-second commercial in Class A television time in New York was $2,300. If the spot is adjacent to a color show, the price goes up to $2,600—"a $300 premium for color sets which may not be there yet."

For the same money, he said, an advertiser can buy eight participations on a "200-odd station lineup" in network radio. (He specifically mentioned CBS Radio.)

MR. FREY

Mr. Frey said he was not trying to attack television, but he thought tv salesmen owed it to their customers to make a clearer explanation than they have in the past as to why television is so much more expensive than radio.

He issued his challenge in a speech before a timebuying and selling seminar of the Radio and Television Executives Society in New York Tuesday.

At the same time he emphasized that his company believed strongly in spot television.

At one time, in fact, Colgate-Palmolive considered giving up a tv network schedule for a particular campaign and putting all its money in spot television.

Statistically, he said, such a move would have been sound. But the advertiser was persuaded to stick with its network buy because of "intangible" advantages, such as sponsor identification with the network program, which outweighed the statistics of cost efficiency.

Mr. Frey said each advertising medium has "intangible characteristics" which must be considered if advertisers are to choose media successfully. It is fruitless, he said, to attempt to rank various media because (1) they are all "good" and (2) trying to rank them "doesn't prove anything."

He said, however, that radio was a "potent advertising force" and television can be "terrific" if "used right."

To recent arguments that daytime television was not efficient, Mr. Frey responded: "The audienc is there." He said Colgate-Palmolive had results to prove it. Though he did not mention it by name, the "arguments" to which he referred was a recent study of the daytime tv audience made by C. E. Hooper Inc. for the Bureau of Advertising of the American Newspapers Publishers Assn. This study is being widely circulated by newspaper promotion experts.

The next Radio and Television Executives Society seminar will be Feb. 19 in New York, with a discussion of saturation. Speakers will be Hope Martinez, broadcast buyer at BBDO, New York, and John Keating of Trans World Airlines.

Colgate-Palmolive Buys More CBS Radio Time

COLGATE-PALMOLIVE has signed for about $1 million more in gross time purchases on CBS Radio, John Karol, vice president in charge of network sales, reported Wednesday. The new buy, on behalf of Brisk, is in addition to an original $3 million gross billing placed by C-P last May, at that time backing the advertiser's return to network radio after about a year's absence. Agencies are Ted Bates & Co., Bryan Houston and Lennen & Newell, all New York.

As of last August, C-P's sponsorship on the network consisted of 20 units a week in four programs, each of the segments seven-and-a-half minutes. The new purchase, for 52 weeks effective today (Mon.) boosts the units in three of the four programs to 10 minutes each. The three programs are *Our Gal Sunday, Strike It Rich,* and *The Second Mrs. Burton.* In the fourth program, *Backstage Wife,* C-P sponsors five weekly units of seven-and-a-half minutes each.

SOFT DRINK FIRMS IN SCRAMBLE FOR HOT WEATHER AVAILABILITIES

RADIO and television spots will be used extensively to promote soft drinks as thirst quenchers during the coming hot months. At least nine soft drink firms and their advertising agencies are preparing and lining up availabilities, B•T learned last week.

Among the soft drink manufacturers planning campaigns are: Canada Dry; C & C Super Cola; Cott Beverages; Hoffman Beverages; Kirsch Beverages; Hires Root Beer; Coca-Cola Co.; Pepsi-Cola Co. and Royal Crown Cola.

Canada Dry Ginger Ale has arranged a tie-in with a pajama company, M. C. Schrank Co., Coty, and RCA Victor Record Division to launch a national pajama party advertising campaign starting in March. Spot announcements will be used in about 150 radio and 75 television markets, as well as magazines and newspapers.

The pajama motif—"For a Dream of a Pajama Party"—combines the four companies and their products with the theme: "Let's Have a Pajama Party With Schrank's Dreamwear, Canada Dry Ginger Ale, Coty, and RCA Victor." The radio and tv spots offer a special RCA Victor "Pajama Party" record album of six tunes sung by Julius LaRosa and other artists for 25 cents and two bottle caps from any Canada Dry product. The four companies have also participated in a booklet—"How To Give A Pajama Party" with suggestions on Canada Dry soft drink party recipes included in the book. Canada Dry will distribute the book, using it as a collar on 28-ounce bottles of their beverages and attached to their six bottle cartons.

Agency for Canada Dry is J. M. Mathes Inc., New York.

C & C Super Cola through its agency, Weiss & Geller, New York, is currently considering several regional film shows and a spot tv campaign which would start at the end of March and run through the summer. The firm's distribution is mostly in the New York and Los Angeles area.

Cott Beverages, which spends approximately about $75,000 in radio and $200,000 in television is planning to use a summer saturation television spot campaign which will be launched during Decoration Day weekend in the eastern part of the country. Dowd Redfield & Johnstone, New York, is the agency.

Hoffman Beverages through Grey Adv., New York, had already started its station identification last week with the theme "Happy Taste With Hoffmans," in the Greater New York area. A schedule is running on WCBS-TV, WRCA-TV and WABC, WOR, WNEW and WRCA.

Kirsch Beverages, which makes the reported largest selling non-caloric soft drink, No-Cal, places 60% of its overall budget $750,000 in radio and television. It is planning to use an increase tv budget this spring and will continue to use radio in eastern markets where it has distribution. Paris & Peart, New York, is the agency.

Hires Root Beer through its agency, N. W. Ayer & Son, New York, has not definitely decided on its budget yet, but reportedly will again use radio and television spot announcements in its plant cities across the country. The firm is in about 20 scattered markets. Hires will launch its advertising in May and run through the summer.

Coca-Cola Co., will continue to sponsor *Mickey Mouse Club* on ABC-TV and the Eddie Fisher show on Mutual radio network. The parent company did drop the Fisher show on NBC-TV. Due to distribution problems of selling different size bottles in different parts of the country, an official of the company told B•T, the firm will also rely on the bottlers to promote the product locally. It is expected that the bottlers will use radio and tv locally to support the national network buys. McCann-Erickson, New York, is the agency for Coca-Cola.

Pepsi-Cola—the second company of the big four in the soft drink market—Coca-Cola, Pepsi, Seven-Up and Canada Dry—is planning to use a radio schedule in 100 cities, promoting the "Pepsi Please" contest for one month in each area [B•T, Feb. 4] through Kenyon & Eckhardt, New York.

Royal Crown for Royal Crown and Nehi soft drinks is going into a total of 250 radio and television markets, starting March 10 and running through the summer [B•T, Feb. 4]. Compton Adv., New York, is agency.

Dr. Pepper Co. plans no special seasonal broadcast activity for spring or summer, building its campaigns on a year-around basis, starting in January. The soft-drink producer will equal last year's broadcast outlay of approximately $1 million in factory-co-op money during 1957, it was learned.

Spot tv and consumer magazine funds are allocated at the national agency level, through Grant Adv. Inc., while local bottlers buy spot co-op radio, newspapers and some spot tv. Dr. Pepper last week reported 1956 as its

Pepsi Please in Salt Lake . . . Take Home The Coke in Wichita

A CONTRACT for KALL Salt Lake City to handle the "Pepsi Please" promotion in its area for a period of 30 days is signed by M. P. Duncan, president of National Beverages Inc., distributor for Pepsi. Holding a bottle is Homer K. Peterson, general manager of KALL, while John Brophy (l) of Burton-Brophy agency, Salt Lake City and W. W. Daynes of KALL look on.

OFFICIALS of KARD-TV Wichita, Kan., the Coca Cola Bottling Co. of Wichita, and the city's fourth National Bank sign a contract to present a new weekly program, *Men of Annapolis*, beginning Feb. 13 over the tv station. Coca Cola and the Fourth National Bank are sponsoring the program on alternate weeks. At the contract ceremonies l to r: foreground, Don Sbarra, national sales manager for KARD-TV; Virgil Brown, president of Wichita Coca Cola, and William Moyer, vice president and general manager of the station; background, Charles King, local sales manager for KARD-TV; Robert Gadberry, public relations vice president for the Fourth National Bank; Jack Todd, Todd Agency, and Don Forbes, McCormick-Armstrong Agency.

REACHING agreement on the 52-week sponsorship of *Men of Annapolis*, half-hour syndicated show, over KRCG (TV) Jefferson City, Mo., are station officials and representatives of the Coca-Cola Bottling Companies of Central Missouri. L to r: Ron Maxwell, KRCG's sales manager; Clem Dulle, vice president of the Coca-Cola Bottling Co. of Jefferson City; Fred James, of the bottling company in Mexico City, Mo., and Robert Blosser, general manager of the station. Also cooperating in the sponsorship is the Coca-Cola Bottling Co. of Columbia, Mo.

all-time record sales year (see story, page 32).

Seven-Up Co. plans to continue the half-hour syndicated *Soldiers of Fortune* series on some 140 stations at least until June, but summer activity is uncertain at this time. A network tv property and spot radio-tv are under consideration at J. Walter Thompson Co., Seven-Up agency, with conferences scheduled this past Friday on other spring-summer plans. Firm reportedly is spending about $2 million on the *Fortune* package and time.

Hazel Bishop Buys Edwards, Cites 'Clock' Sales Success

HAZEL BISHOP Inc., New York, through its agency there, Raymond Spector Co., is reorganizing its marketing set-up and plunging more money into television by buying into CBS-TV's *Doug Edwards and the News*. The advertiser also expects to increase its spot schedule from 68 markets to almost 200 by April 1. The firm will continue to sponsor *Beat the Clock* on CBS-TV.

"*Beat the Clock* is doing a wonderful job for our sales," Raymond Spector, head of his own agency, told B•T. The show, he pointed out, has been on the air for six years but has been rejuvenated and more than doubled its ratings within the last three months.

Bishop will take over the alternate Fridays on the Edwards show, sharing sponsorship with Brown & Williamson and American Home (see story this page).

In addition to these network buys, Bishop is placing spot announcements on film features between 6-7:30 p.m. and 10:30 p.m.-midnight via C&C Television Corp.'s and Bernie Schubert's "films-for-time" deal in about 68 markets. It expects to be in 100 markets by April 1.

Mr. Spector, after an absence of two years, will take over the marketing set-up of the Bishop firm. In addition, he announced that Joe Salganik, sales manager of Revlon, is joining Bishop as executive vice president.

Campbell to New Borden Post; Firm Also Promotes Two Others

WILLIAM B. Campbell, National Advertising Manager for radio-tv of Borden Co., New York, has been promoted to the newly-created post of advertising manager, it was announced last week by Stuart Peabody, assistant vice president who continues as director of over-all advertising for the firm. The change is effective immediately.

Terry R. Rice, formerly assistant to Mr. Campbell, moves up to advertising manager for radio-tv, while Edward J. Peguillan, manager of "Elsie" Enterprises licensing and Borden's premium section, becomes assistant to Mr. Rice.

Mr. Campbell joined Borden Co. in 1952 after an association with Young & Rubi-

MR. CAMPBELL MR. RICE

cam's merchandising department on the General Foods Corp. and Time Inc. accounts. Earlier he had been partner in his own New York agency. Both Messrs. Rice and Peguillan also joined Borden in 1952, Mr. Rice moving from Warner-Lambert Pharmaceutical Co. and Mr. Peguillan from Donahue & Coe.

Isbell to PWG Atlanta Post

APPOINTMENT of Barton C. Isbell Jr.—formerly a member of the media department at Lennen & Newell Inc., New York—as manager for radio in the Atlanta office of Peters, Griffin, Woodward Inc., is being announced in New York today (Monday). The announcement is being made by Russel Woodward, executive vice president and director of radio for the station representative firm. Mr. Isbell replaces James M. Wade, resigned, whose plans will be announced at a later date. Mr. Isbell's previous connections include Ballard & Ballard, for whom he contacted food retailers, and Procter & Gamble, where he was an advertising field distributor.

Spot Tv Experiment Planned By Stock Exchange, Brokers

NEW YORK Stock Exchange plans to test the effectiveness of television for expansion of member brokerage business with an experiment covering a one-minute spot announcement in two markets. Agency: Calkins & Holden, New York.

Under the plan, the exchange and a brokerage company in the two markets will split the cost of the one-minute spot to be filled by a 50-second film on the value of stock investments and a 10-second open-end commercial for the broker. An agency spokesman said markets and cooperating brokers have not been selected. He voiced the belief that if the testing proves effective, it may encourage other brokers to use tv advertising. Television Bureau of Advertising has been working with the exchange on the tv project since September 1955.

Several weeks ago the exchange disclosed that its $600,000 advertising budget for the first half of 1957 would be invested largely in newspapers, plus Sunday supplements and magazines. Expenditure for the tv spots is an addition to the budget.

Sears Buys NBC-TV Lineup

SEARS, ROEBUCK & Co., Chicago, will make its bow in network tv with a 15-participation schedule spanning a three-month period (Feb. 22-May 31) on NBC-TV's *Today*, *Home* and *Tonight* lineup. Contract, announced last week by Roy Porteous, manager of NBC-TV participating program sales, specifies five participations on *Today*, six on *Home* and four on *Tonight*. Agency is Mayers division (Los Angeles) of Cunningham & Walsh.

B&W Drops 'Steve Allen Show'

BROWN & WILLIAMSON TOBACCO Co. (Viceroy cigarettes), Louisville, Ky., is dropping its sponsorship of Steve Allen on NBC-TV. Effective April 1, B&W will place an estimated $4.6 million into sponsorship of *Doug Edwards and the News* on CBS-TV, on Monday, Wednesday and alternate Fridays. American Home will continue on the Tuesday and Thursday portions of *Edwards and the News*, while Hazel Bishop Inc., will pick up the alternate Friday (see story this page). *Doug Edwards and the News* is presented Monday through Friday, 7:15-7:30 p.m. Agency for Brown & Williamson is Ted Bates & Co., and for Hazel Bishop, the Raymond Spector Agency.

TV NETWORK BUYS AND BUYERS

Top Ten Tv Network Advertisers In November 1956

1.	Procter & Gamble	$3,713,398
2.	Colgate-Palmolive	1,786,124
3.	Chrysler	1,693,458
4.	General Motors	1,618,034
5.	General Foods	1,574,030
6.	American Home Prods.	1,389,028
7.	Gillette	1,199,093
8.	Ford Motor	1,002,941
9.	Lever Bros.	996,513
10.	Bristol-Myers	975,362

AUTOMOTIVE BIG THREE SPENT $4.3 MILLION IN NOVEMBER

BLUE-CHIP perennials in network tv timebuying—Procter & Gamble Co. and Colgate-Palmolive Co.—walked off with top rankings in the leading 10 national advertisers in November, according to figures based on Publishers Information Bureau reports.

P&G rang up more than $3.7 million in gross billing on the tv networks' cash registers, which was more than $560,000 over its November 1955 total. C-P spent less than half of the P&G total, but was solidly in second place.

An indisputable fact was that the big three in automaking—General Motors Corp., Ford Motor Co. and Chrysler Corp.—last November alone purchased a combined total of $4,314,433 (gross) in network tv time. This expenditure points up how extensively auto manufacturers now weld big-time tv to their plans for introducing new automobile models nationally.

Both GM and Chrysler spent nearly the same sum on network television last November as they did in the same month a year previously. But Ford, which had not broken into the top 10 in November 1955, ranked eighth last November, with an expenditure over the $1 million mark. The figures for the months since November should provide additional evidence of the automakers' bond with network television.

The identity of the other advertisers making up the top 10 reveals no surprises except possibly for Bristol-Myers' appearance. That company in recent years has not consistently held a position in the listing of the 10 advertisers buying tv network time.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JAN.-NOV. 1956, COMPARED TO 1955

	November 1956	Jan.-Nov. 1956	November 1955	Jan.-Nov. 1955
Agriculture & Farming	$ 5,019	$ 499,311	$ 31,659	$ 102,277
Apparel, Footwear & Access.	280,862	3,196,186	186,581	2,594,371
Automotive, Auto Equip. & Access.	4,905,850	51,825,501	4,935,445	41,660,173
Aviation, Aviation Access. & Equip.			10,350	123,455
Beer, Wine & Liquor	776,115	6,920,011	616,273	6,835,538
Building Materials, Equip. & Fixtures	238,325	3,086,497	67,215	1,027,153
Confectionery & Soft Drinks	710,299	7,863,216	785,303	6,835,538
Consumer Services	282,824	2,357,715	116,586	1,139,277
Drugs & Remedies	3,787,867	35,452,271	2,528,148	20,688,372
Entertainment & Amusements		84,281		13,141
Food & Food Products	8,159,247	80,898,683	7,345,570	72,780,285
Gasoline, Lubricants & Other Fuels	423,857	3,819,273	361,559	4,477,525
Horticulture		211,185		111,710
Household Equip. & Supplies	3,048,121	31,947,195	3,410,176	29,413,914
Household Furnishings	154,913	2,803,502	331,483	2,340,373
Industrial Materials	1,098,502	9,774,904	910,904	6,565,445
Insurance	555,695	4,423,959	276,403	1,838,268
Jewelry, Optical Goods & Cameras	742,962	5,635,701	632,258	4,324,747
Office Equipment, Stationery & Writing Supplies	369,145	3,712,414	568,501	5,202,944
Political	581,084	2,655,630		
Publishing & Media	313,062	1,798,819	68,804	674,326
Radios, Tv Sets, Phonographs Musical Instruments & Access.	803,255	10,788,827	633,844	7,479,718
Retail Stores & Direct Mail				10,392
Smoking Materials	3,424,812	36,967,415	3,764,382	38,252,676
Soaps, Cleansers & Polishes	5,108,251	55,293,164	4,421,731	41,546,390
Sporting Goods & Toys	201,400	828,027	280,617	512,714
Toiletries & Toilet Goods	7,754,872	77,288,427	6,321,678	67,984,983
Travel, Hotels & Resorts	43,350	515,748	43,110	464,310
Miscellaneous	394,195	2,809,597	248,124	2,451,559
TOTALS	$44,163,884	$443,457,459	$38,896,704	$367,577,743

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING NOVEMBER, 1956

Leader in Category	Leader's Nov. Expenditure
Chrysler Corp.	1,693,458
Mogen David Wine Corp.	216,178
Edison Electric Institute	118,016
The Coca-Cola Co.	266,732
American Tel. & Tel. Co.	282,824
American Home Prods.	1,232,005
General Foods Corp.	1,574,030
Gulf Oil Corp.	223,620
Westinghouse Electric Corp.	757,777
Armstrong Cork Co.	85,150
Reynolds Metals Co.	210,600
Prudential Ins. Co.	270,096
Bulova Watch Co.	248,892
Hallmark Cards Inc.	145,215
National Republican Congressional Com.	131,953
Time Inc.	258,651
Radio Corp. of America	286,111
R. J. Reynolds Tob. Co.	863,109
Procter & Gamble Co.	3,272,098
Outboard Marine Corp.	48,027
Colgate-Palmolive	1,449,217
Pan Am. World Airways	43,350

Radio-Tv Credited With Boost In Net Earnings for Dr. Pepper

INCREASED media expenditures, including heavier use of radio-tv, are credited with a 29% boost in net earnings for Dr. Pepper Co., Dallas, according to a report issued last Monday.

The soft drink firm claimed its "biggest sales year" in 71 years and the largest earnings year on operations since 1947, Leonard Green, the firm's president, noted in the company report. Introduction of king-size bottles was deemed a factor in sales expansion.

While the company did not break down media by name, it's known Dr. Pepper spent approximately $1 million or 50% of an estimated $2 million budget in radio and tv spots and programs in 1956, doubling its broadcast volume of 1955 [B•T, Nov. 26, 1956]. Net earnings before taxes last year were $1,592,682, while net dollar sales were up 3.24% over 1955.

Ver Standig Inc. Acquires Milloy Adv. Inc., Washington

ACQUISITION of Milloy Adv. Inc. by M. Belmont Ver Standig Inc., Washington, D. C., was announced last week by President Ver Standig.

The Milloy agency, which has offices in Washington, New York City and Philadelphia, is being operated as an affiliated subsidiary of Ver Standig, the announcement said.

Mr. Ver Standig said that James S. Milloy Jr., formerly a vice president of the Ver Standig agency for six years before he opened his own firm, is continuing as president of Milloy Adv. Inc., and has been appointed executive vice president of Ver Standig.

MJ&A Expanding Two Offices

ADDITIONAL space acquired by MacManus, John & Adams Inc. in Bloomfield Hills, Mich., and New York to handle new business and expanded client services will approximately double the agency's physical facilities, Ernest A. Jones, president, has announced. This month the agency is to occupy two-and-one-half floors of the three-story Gleaner Life Insurance Bldg. on Woodward Ave., two miles from Bloomfield Hills headquarters. Two complete floors at 444 Madison Ave., New York, have been leased with occupancy expected sometime in March.

Census Aids in Market Anaylsis

WAYS of utilizing census data to develop county business patterns are described in a 40-page publication issued by the Dept. of Commerce. Titled *Market Analysis Tools, County Business Patterns,* the publication is available at field offices of the Dept. of Commerce or Small Business Administration. It shows scientific techniques in market analysis with procedures defined for the aid of smaller business firms.

LATEST RATINGS

ARB

TOP 10 TV SHOWS (JAN. 5-11)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	Rating	Viewers (000)
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	59.0	68,270
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-930	51.0	47,730
3.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer Colwell & Bayles Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	121	Sat., 8-9	46.0	49,050
4.	G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	44.0	40,660
5.	Shower of Stars	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	42.6	34,760
6.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	42.3	36,140
7.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	40.8	
8.	You Bet Your Life	De Soto Div., Chrysler	BBDO	NBC	155	Thurs., 8-8:30	40.1	
9.	Disneyland	American Motors American Dairy Derby Foods	Geyer—Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	39.8	37,870
10.	Godfrey's Talent Scouts	Lipton Toni	Young & Rubicam North	CBS	163	Mon., 8:30-9	39.4	33,380
	People Are Funny	R. J. Reynolds Toni	Wm. Esty North	NBC	140	Sun., 7:30-8		36,790
	Lawrence Welk	Dodge Div., Chrysler	Grant Adv.	ABC	193	Sat., 9-10		35,570

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PULSE

TOP 20 REGULARLY SCHEDULED ONCE A WEEK SHOWS (Nov.-Dec.)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations Dec.	Nov.	Day & Time	Rating Dec.	Nov.
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	165	Sun., 8-9	40.4	39.7
2.	I Love Lucy	General Foods Procter & Gamble	Young & Rubicam Grey	CBS	160	160	Mon., 9-9:30	36.9	29.6
3.	Groucho Marx	DeSoto	BBDO	NBC	155	155	Thurs., 8-8:30	33.8	34.4
4.	$64,000 Question	Revlon	BBDO	CBS	175	175	Tues., 10-10:30	31.6	32.5
5.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding SSC&B Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	121	128	Sat., 8-9	30.6	29.4
6.	G. E. Theatre	General Electric	BBDO	CBS	148	148	Sun., 9-9:30	30.4	27.8
7.	What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	87	87	Sun., 10:30-11	29.6	25.3
8.	Playhouse 90	Philip Morris American Gas Assn. Ronson Bristol-Myers Singer Sewing	Leo Burnett Lennen & Newell Norman, Craig & Kummel BBDO Young & Rubicam	CBS	188	188	Thurs., 9:30-11	29.0	25.8
9.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	110	Sun., 9:30-10	28.8	27.2
10.	Climax	Chrysler	McCann-Erickson	CBS	153	153	Thurs., 8:30-9:30	28.6	29.2
11.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	170	Sat., 8-9	28.2	27.7
12.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam BBDO	CBS	111		Sun., 10-10:30	27.8	
13.	Disneyland	American Motors American Dairy Derby Foods	Geyer—BSF&D Campbell-Ewald McCann-Erickson	ABC	176	161	Wed., 7:30-8:30	27.7	24.4
14.	Phil Silvers	R. J. Reynolds Amana Refrigeration	William Esty Maury, Lee & Marshall	CBS	165	165	Tues., 8-8:30	27.3	30.1
15.	Godfrey's Talent Scouts	Lipton Toni	Young & Rubicam North	CBS	163		Mon., 8:30-9	26.5	
16.	Jane Wyman	Procter & Gamble	Compton	NBC	132	132	Tues., 9-9:30	26.1	26.6
17.	Burns & Allen	Carnation Co. B. F. Goodrich	Erwin Wasey BBDO	CBS	145		Mon., 8-8:30	25.3	
18.	December Bride	General Foods	Benton & Bowles	CBS	183		Mon., 9:30-10	24.8	
19.	Dragnet	Liggett & Myers Schick	McCann-Erickson Warwick & Legler	NBC	171	171	Thurs., 8:30-9	24.8	25.1
20.	Jack Benny	American Tobacco	BBDO	CBS	172		Sun., 7:30-8	24.8	

REGULARLY SCHEDULED MULTI-WEEKLY SHOWS

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations Dec.	Nov.	Day & Time	Rating Dec.	Nov.
1.	Mickey Mouse Club	segmented sponsors	and various agenies	ABC	94	94	Mon.-Fri., 5-6	19.0	17.0
2.	Queen For A Day	multi-sponsored	and various agencies	NBC	132	132	Mon.-Fri., 4:30-5	10.9	10.9
3.	NBC News	participating sponsors	and agencies	NBC	116	116	Mon.-Fri., 7:45-8	10.8	10.9
4.	Arthur Godfrey	participating sponsors	and agencies	CBS	99	99	Mon.-Thurs., 10-11:30	9.7	9.5
5.	Art Linkletter	participating sponsors	and agencies	CBS	114		Mon.-Fri., 2:30-3	9.3	8.9
6.	Love of Life	American Home Products	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-30	8.9	8.5
7.	CBS News	various sponsors	and agencies	CBS			Mon.-Fri.	8.8	8.7
8.	Search For Tomorrow	Procter & Gamble	Leo Burnett	CBS	125	125	Mon.-Fri., 4-4:15	8.8	8.6
9.	Guiding Light	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	8.7	8.8
10.	Captain Kangaroo	participating sponsors	and agencies	CBS	various		Mon.-Fri., 8-9 am	8-6	
10.	Strike It Rich	Colgate-Palmolive	Wm. Esty	CBS	130		Mon.-Fri., 11:30-noon	8.6	

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Ratings continue on page 35

15.6% Food Dominance

Market figures prove 15.6% more dollars are spent for food in the Grade B area of WXEX-TV than in the Grade B area of any other Richmond area TV station

	Food Dollars Spent	Percentage
WXEX-TV	$230,866,000	100%
Station B	$199,661,000	86.2%
Station C	$199,700,000	86.5%

Source: Sidney Hollander Associates

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

second in a series of 12 ads

AQUARIUS

INVENTIVE · RESPONSIBLE

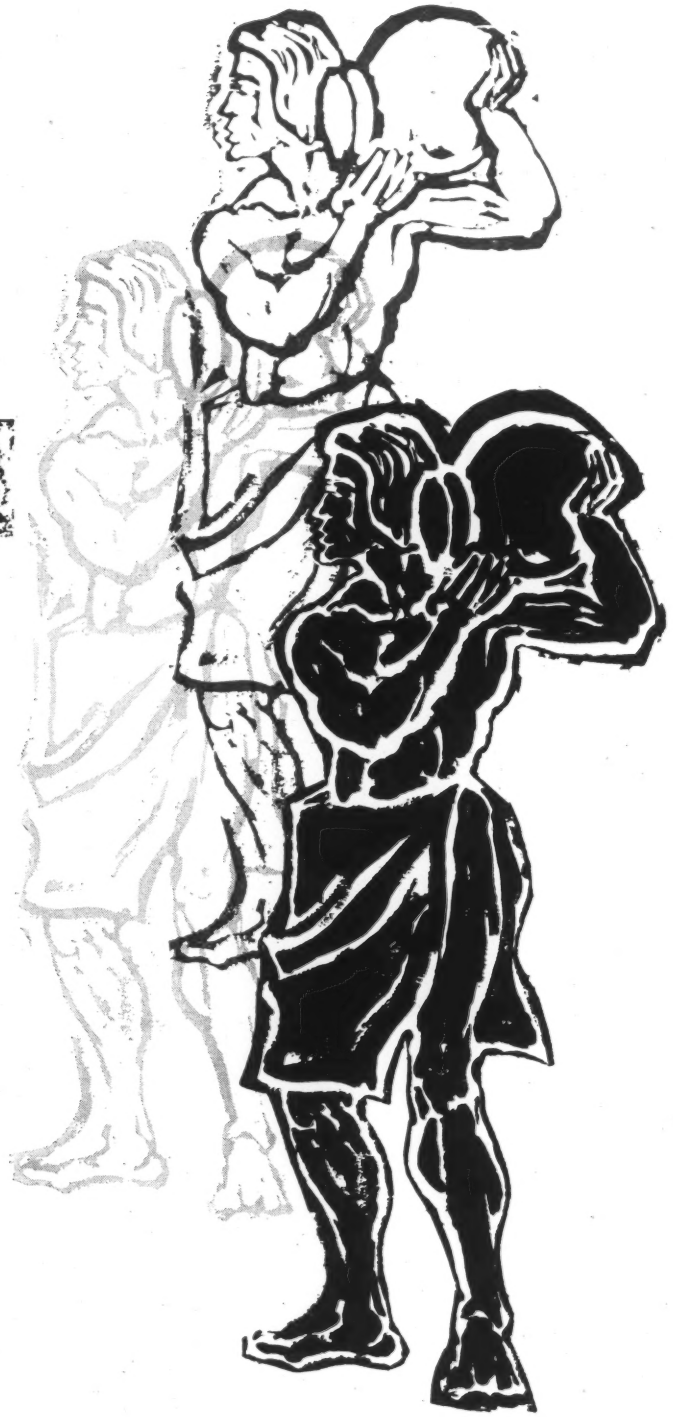
...and twelve months out of every year stations under the sign of MEEKER benefit by:

INVENTIVE

incentive inherent in the select limited list concept where every man can really know every station and every market.

RESPONSIBLE

reputation established among agencies for service, speed and accuracy.



personalized selling of a limited list

the meeker company, inc.

radio and television station representatives

new york – chicago – san francisco – los angeles – philadelphia

VIDEODEX

Ratings continue from page 32

TOP TELEVISION SHOWS (JAN. 2-8)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	% TV Homes	No. Tv Homes (000)
1.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	38.9	12,598
2.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	37.1	12,057
3.	Wednesday Night Fights	Pabst Mennan	Leo Burnett McCann-Erickson	ABC	107	Wed., 10-11:15	36.3	
4.	Dragnet	Liggett & Myers Schick	McCann-Erickson Warwick & Legler	NBC	171	Thurs., 8:30-9	33.8	10,913
5.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	33.6	11,118
6.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	33.2	10,857
7.	G. E. Theatre	General Electric	BBDO	CBS	148	Sun., 9-9:30	32.9	10,469
8.	Perry Como	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin-Paus Kenyon & Eckhardt SSC&B	NBC	121	Sat., 8-9	31.6	10,034
9.	Red Skelton	S. C. Johnson & Son Pet Milk Co.	Foote, Cone & Belding Gardner	CBS	100	Tues., 9:30-10	30.9	
10.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	30.8	10,218
	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	180	Wed., 9:30-10		9,555
	You Bet Your Life	De Soto Div., Chrysler	BBDO	NBC	155	Thurs., 8-8:30		9,308

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NETWORK NEW BUSINESS

Greyhound Corp., Chicago, has signed to sponsor third of 13 programs of *Steve Allen Show* (Sundays, 8-9 p.m. EST on NBC-TV), starting April 7. Agency: Grey Adv.

Bird & Son Inc. (floor coverings and roofing shingles), **East Walpole, Mass.,** buys quarter-hour (10:15-10:30 a.m. EST) on alternate Mondays of *The Garry Moore Show* on CBS-TV, effective Feb. 11 for 13 weeks. Agency: Humphrey, Alley & Richards, N. Y.

Adolph Coors Co. (beer), **Golden, Colo.,** and its 33 Calif. distributors are sponsoring *California News Highlights* on 17 ABC stations in that state, Mon.-Fri., 5:15-5:20 p.m., through Roche, Eckhoff & Lee, L. A.

NETWORK RENEWALS

Texas Co., through Cunningham & Walsh, both N. Y., renews sponsorship of *Texaco Sports Final* on 57 CBS Radio stations. Contract is for 52 weeks and starts on Feb. 25.

AGENCY APPOINTMENTS

Stauffer System of Chicago (slenderizing salons-manufacturer of home reducing unit) appoints Anderson & Cairns Inc., N. Y.

Merck & Co. (chemicals), **Rahway, N. J.,** appoints Ruthrauff & Ryan Inc., N. Y., for new, unspecified product.

A&A PEOPLE

Roy Lang, vice president, Leo Burnett Co., Chicago, appointed supervisor on Kellogg Co. account and **Dale Nolan** elected vice president and promoted from account executive to senior account executive for Kellogg.

Fred Charlton, account supervisor, Cunningham & Walsh Inc., Chicago, elected vice president.

Otto Bremers Jr., Joslin Adv. Co., St. Louis, elected vice president.

Mary Ford, local sales manager, WTVJ (TV) Miami, to John S. Allen & Assoc., same city, as vice president.

Martin Fritz, media director, Christiansen Adv. Agency, Chicago, named vice president.

Mike Gold, formerly operator of his own agency in L. A., to Frank Wright National Corp., same city, as vice president-manager of Southern Calif. branch.

Bill Adler, sales manager of WABD (TV) New York, to Grey Adv., N. Y., as an account executive.

Norman Borish, account executive, Bo Bernstein Co., Providence, R. I., to Henry J. Kaufman & Assoc., Washington, in similar capacity.

Frank Gianattasio, assistant timebuyer, Ogilvy, Benson & Mather, N. Y., promoted to timebuyer.

Hollice H. Sims, regional manager of Continental Baking Co.'s Hall Baking Div., N. Y., named assistant to president.

MR. SIMS

George Ruppert Vernon, Jacob Ruppert Brewery (Knickerbocker beer), N. Y., named assistant to president.

James A. Ahlgrimm, formerly sales manager, KPRC-TV Houston, to Brennan-McGary-Robinson Inc., same city, as radio-tv director.

Marion Vilmure, media director, Roy S. Durstine Inc., Los Angeles, to Barnes Chase Co., same city, in similar capacity.

Francis C. Kerr, formerly member of plans board and head of packaged food accounts at Baker, Johnson & Dickinson, Milwaukee, appointed merchandising director, Cunningham & Walsh Inc., Chicago.

Ken Edwards promoted from assistant advertising manager to advertising manager of Culligan Inc. (Culligan's soft water), Northbrook, Ill.

Gerry Donahue, Guild Printing Co., Los Angeles, to Hixson & Jorgensen Inc., same city, as manager of traffic department.

Mahlon W. Edmonson, merchandising account executive, Keynon & Eckhardt, N. Y., and **Elliott W. Reed,** account executive, Needham, Louis & Brorby, same city, join Ruthrauff & Ryan.

SRA REPORT SHOWS '56 TOP YEAR FOR RISING NATIONAL SPOT RADIO

STATISTICALLY the word is out today (Monday) that national spot radio enjoyed its best year in 1956, thus underscoring radio's renewed importance in national advertiser plans.

With final figures on hand, Station Representatives Assn. reports the total sales volume in national spot radio for 1956 to be an estimated $149,921,000, making last year the biggest for national spot business in the history of commercial radio. This estimate comes within $79,000 of the $150 million originally predicted for 1956 by Larry Webb, SRA's managing director. (Former high mark—$130 million—was set in 1953.)

The SRA report for 12 months of last year revealed December to have netted $13,386,000, a 23.6% increase over that month in 1955. However, December lagged behind November by nearly 25%, which Mr. Webb attributes to be directly related to the Christmas holiday season.

Mr. Webb also points out that the estimated figures compiled by the Price Waterhouse Co. for SRA for 1955 were about 5% lower than the actual figures released by FCC for that year. Based on this experience, Mr. Webb feels the total figures for the year 1956 actually will exceed $150 million. He repeats also the prediction that if present trends in national radio spot buying continue, this year will set an even higher record.

Breakdown showing the monthly comparison of national spot radio time sales for January through December 1956 as against the same period of 1955:

	1956*	1955**	%
Jan.	$ 10,758,000	$ 9,031,000	+19.1
Feb.	11,643,000	9,384,000	+24.0
March	12,349,000	10,756,000	+14.8
April	10,278,000	9,828,000	+ 4.6
May	12,396,000	9,631,000	+28.7
June	11,791,000	9,238,000	+27.6
July	10,719,000	8,474,000	+26.5
Aug.	11,207,000	8,707,000	+28.7
Sept.	12,338,000	10,004,000	+23.3
Oct.	16,328,000	12,231,000	+33.5
Nov.	16,728,000	12,286,000	+36.2
Dec.	13,386,000	10,830,000	+23.6
Total for the year	$149,921,000	$120,400,000	+24.5

* Revised Estimates.
** Final figures for the year.

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Feb. 12 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv. (also Feb. 19).

Feb. 15 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors.

Feb. 17 (5:30-6 p.m.) *The Boing-Boing Show*, sustaining.

Feb. 20 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors.

NBC-TV

Feb. 11-15 (3-4 p.m.) *Matinee*, participating sponsors (also Feb. 19-22).

Feb. 11 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson through Needham, Louis & Brorby and Mennen Co. through Grey (also Feb. 18).

Feb. 12 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson and Max Factor through Doyle Dane Bernbach on alternate weeks (also Feb. 19).

Feb. 12 (10:30-11 p.m.) *Hold That Note*, Lanolin plus through Russel M. Seeds (also Feb. 19).

Feb. 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods through J. Walter Thompson (also Feb. 20).

Feb. 14 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson.

Feb. 15 (approx. 10:45-11 p.m.) *Red Barber's Corner*, State Farm Insurance Co. through Needham, Louis & Brorby.

Feb. 16 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Feb. 16 (9-10:30 p.m.) Emmy Awards nominations, Oldsmobile through D. P. Brother and RCA and RCA-Whirlpool-Seeger Co. through Kenyon & Eckhardt.

Feb. 17 (9-10 p.m.) *The Alcoa Hour*, Aluminum Co. of America through Fuller & Smith & Ross.

Feb. 18 (8-8:30 p.m.) *The Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan, Stauffer, Colwell & Bayles.

C&C Tv Cites Success Of 'Barter' Film Sales

C&C Television Corp., New York, last week released a progress report on its "barter" system of selling the RKO radio library of feature films to tv stations, saying the approach has been "highly successful."

E. H. Ezzes, vice president and general sales manager of C&C, said the library is in virtually all major markets throughout the country, with 17 stations signed in December. He said the January total and an overall figure will be announced shortly by the company.

Under C&C Tv's "barter" system, a station does not pay for the library, but assigns to the tv distribution company ten spot announcements a day. Last summer C&C Tv entered into an arrangement with the International Latex Corp., under which the film company pledged to deliver ten announcements (both one-minute and 20-second) a day, seven days a week on 100 stations over a five-year period. In return, Latex would pay a reported $20 million [B•T, July 30, 1956]. C&C has been turning over the spots from its barter arrangement to Latex since last fall.

Mr. Ezzes commented that the sales made to date are "an indication that stations understand the unique opportunity of paying for film with unsold tv announcement time, an asset previously wasted by every tv station in the country."

Screen Gems Inc. Maps Uses Of Hygo-Unity Films at Meeting

SCREEN GEMS Inc., New York, held a syndicated sales conference in New York last Tuesday through Saturday, with discussion centering around plans for new properties obtained when SG acquired Hygo Television Films Inc. and Unity Tv Corp. last December [B•T, Dec. 10, 1956].

Jerome Hyams, director of syndicated sales for Screen Gems, presided at the conference, attended by 15 salesmen from offices in the Eastern, North Central and Midwestern areas. Mr. Hyams described the product being incorporated into the SG catalogue and had many of the feature films and serials screened. Suggestions were advanced as to a breakdown of the 466 feature films from Hygo-Unity into various packages. Many salesmen stressed that prints delivered to stations and agencies must be of superior quality, and recommended that steps be taken to achieve this objective.

Henry White, director of advertising and promotion, told the meeting that Screen Gems is preparing an intensive nine-week campaign of trade paper advertising to acquaint the industry with the Hygo-Unity product, with the final week of the effort coinciding with the NARTB convention April 7-11.

Warner Bros. Earnings Up

INCREASED EARNINGS for the company quarter ended last Dec. 1 were reported by Warner Bros. pictures at an annual stockholders meeting last week in Wilmington, Del. Income from film rentals and sales totaled $20,718,988 compared wilth $19,132,139 for three months to Nov. 26, 1955. Tv breakdown was not included. Net profit was reported to be $1,569,834, or 85 cents per share, compared to the previous similar quarter's net of $927,495, or 37 cents per share.

'Grief' Starts in Nine Markets; Five More Sponsors Lined Up

GUILD FILM Co.'s *Captain David Grief*, new half-hour tv film series, is scheduled to be launched this week in nine markets throughout the country. The program, which has been sold in almost 100 markets to date, will get underway soon in additional cities on various dates. Cities beginning this week are Los Angeles, San Francisco, Phoenix, Seattle, Portland, Houston, Dallas, Toledo and Honolulu.

MR. ADLER

Five regional sponsors have signed for the series on a 52-week basis so far. They are Standard Oil of California, D-X Sunray Oil Co., Stroh Bakery, Pearl Brewing Co. and Utica Club Bear, the latter being the most recent purchase [B•T, Feb. 4].

Reub Kaufman, Guild Films president, claimed the "large sale" on *Grief* illustrates the continuing importance of syndicated films despite the popularity of feature films, and noted that two weeks ago S. L. (Stretch) Adler was named to the newly-created post of national sales manager of Guild [B•T, Feb. 4]. Mr. Adler, recently with Screen Gems, New York, will supervise the planning and selling of Guild products on a national level.

Gregory New Sales Manager For Ziv's Eastern Division

APPOINTMENT of Jack Gregory as sales manager of the eastern division of Ziv Television Programs, New York, was announced last week by M. J. Rifkin, vice president in charge of sales. Mr. Gregory, who moves from the sales staff of Ziv Tv's western division, replaces Albert S. Goustin, who has resigned and plans to set up his own tv film distribution company in New York. Mr. Goustin's New York office phone for the present is Plaza 5-9857.

Appointments of William Flynn, Raymond L. Fuld and Robert M. Lethbridge as national sales executives for Ziv Television Programs had been announced earlier in the week by Walter Kingsley, Ziv Tv national sales director. Mr. Flynn, formerly an advertising executive with the U. S. Rubber Co., and Mr. Fuld, previously an account executive with MGM-TV, have been assigned to Ziv Tv's eastern division in New York. Mr. Lethbridge, previously with Weed Television and NBC-TV in sales capacities, will be headquartered at the company's Chicago office.

TWICE AS MANY FARM LISTENERS

as any other Central California Station

It's a wonderful story for all advertisers . . . and it's all in the latest Pulse survey of Central California!

On the farms KFRE rolls up an impressive story . . . over 2½ times as many listeners as any other station, and first in **every** quarter hour from 6 AM to 12 midnight.

In the 16 major cities too, they lead by a wide margin. KFRE is first in 65 out of 72 quarter hours!

Get the full story and availabilities from John Blair Co.

BUY KFRE

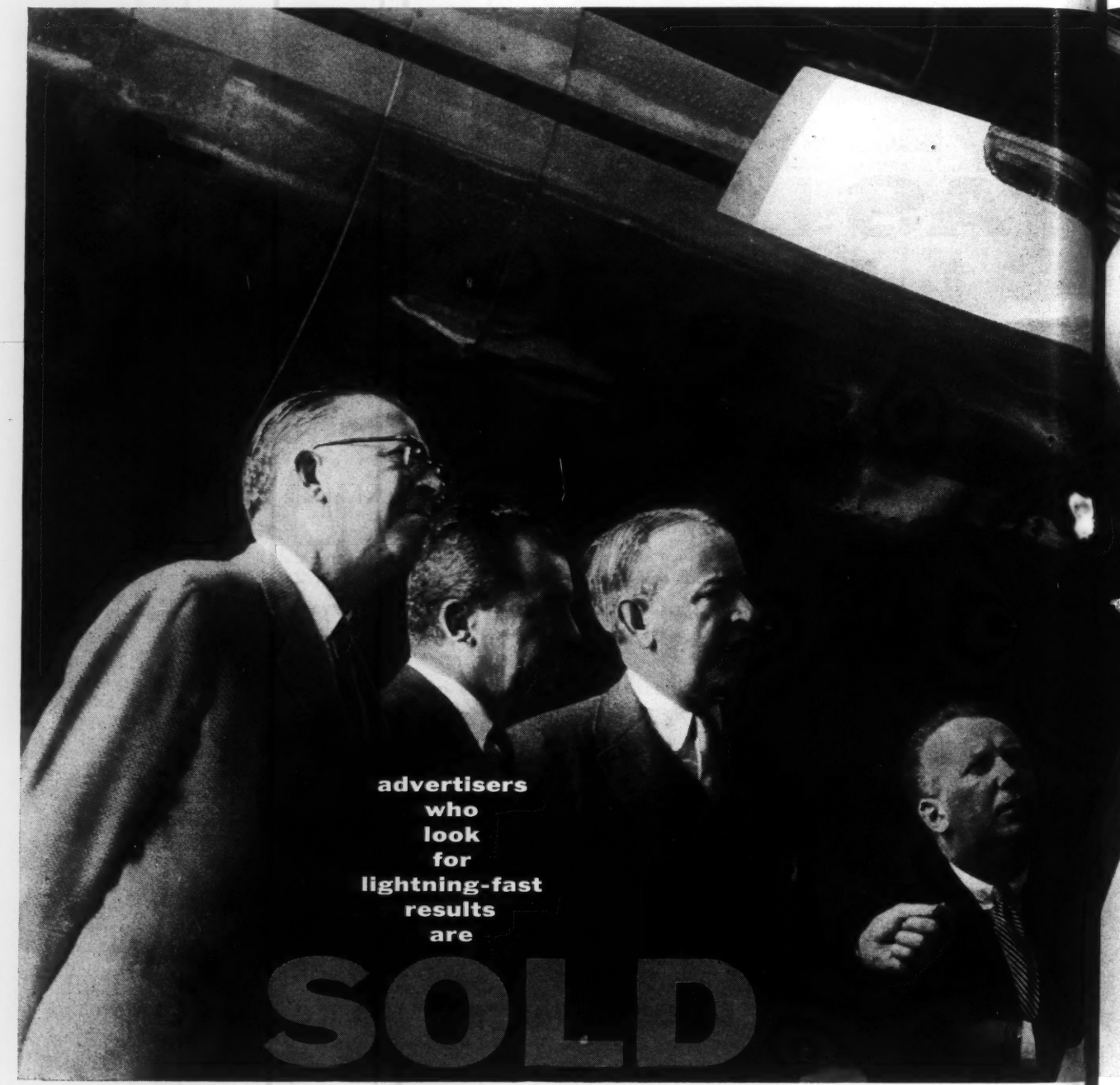
50,000 WATTS : 940 KC : FRESNO

CBS

Represented by **JOHN BLAIR & COMPANY**

Paul Bartlett, President

Robert Klein, Natl. Sales Manager



ON SPOT

Capital Airlines and its agency, Lewis Edwin Ryan, ar
Sold on Spot as a basic advertising medium.

To get its fast-growing Viscount service off and wing
ing in a new market, Capital Airlines relies on Spo
Radio. Ten days before a new Viscount flight schedule
goes into operation, Capital opens full blast with a
six-week saturation schedule. A hard-hitting, year-
round campaign follows, precision-timed to reach the
businessman who must travel. Early in the morning,
late in the afternoon, early *and* late in the evening,
Spot *sells* the businessman on the economy, luxury and
speed of Capital's Viscount flights.

Sells? In July, 1955, Capital inaugurated a new Viscount

Left to right:
Sam Hunsaker, Acct. Exec., Lewis Edwin Ryan Adv.;
Joel S. Daniels, Jr., Adv. Mgr., Capital Airlines;
James W. Austin, V.P., in charge of Sales & Traffic, Capital Airlines;
William J. Green, Director Radio-TV, Lewis Edwin Ryan Adv.;
Marty Pollins, Radio Sales Representative, NBC Spot Sales

service between Washington and Chicago. By October, 1956, they had *tripled* the service and zoomed *from less than 20% to more than a 50% share of a greatly-expanded market!* In Washington, and in Chicago, as in *every* on-line city served by NBC Spot Sales, Capital uses NBC Spot Sales-represented stations.

Here's how James W. Austin, Capital's Vice-President in charge of Sales and Traffic, sums it up:

"Capital's problem is to sell seats and to sell them right now, to cover the market completely and to provide the flexibility we need in each market. Spot Radio is a 'must' in our advertising program."

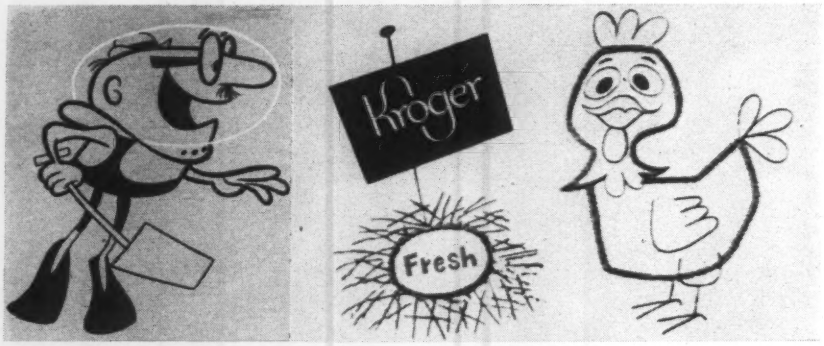
If you're looking for lightning-fast results for *your* product or service, look to . . .

NBC SPOT SALES

representing these leadership stations

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA, WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV, WRCV-TV
WASHINGTON—WRC, WRC-TV
MIAMI—WCKT
BUFFALO—WBUF
CLEVELAND—WHK
LOUISVILLE—WAVE, WAVE-TV
CHICAGO—WMAQ, WNBQ
ST. LOUIS—KSD, KSD-TV
DENVER—KOA, KOA-TV
SEATTLE-TACOMA—KOMO, KOMO-TV
LOS ANGELES—KRCA
PORTLAND, ORE.—KPTV
SAN FRANCISCO—KNBC
HONOLULU—KGU, KONA-TV

SOFTER APPROACH TO ANIMATED SPOTS



HAND TRACING (l) shows how hard and solid the blacks are, in contrast to shading permitted by electric process (r) being used by Animation Inc.

SOMETHING new has been added to the tv animated commercial. Specifically, something new has been added to the commercials produced for Betty Crocker cake mixes and Kroger dairy products by Animation Inc., Hollywood organization, whose specialty is the creation of animated commercials.

That something new is an electric transfer process which permits the use of soft lines in the drawings. These soft lines are impossible to obtain by the hand-tracings normally used to transfer original drawings onto the celluloid sheets from which the films are photographed, according to Earl Klein, president of Animation Inc.

The process also saves time and money, but those savings are secondary, in Mr. Klein's view. "What is important," he told B•T, "is the ability of this process to reproduce any style of drawing—pastel, crayon or grease pencil and not just the solid blacks of pen or brush."

Actually, the process itself is one that has been in use for some time in offset and other forms of duplicating. Its name is xerography; it is a dry, electrical copying process, a direct positive process with no negative required. Its operation is much like that of engraving: the copy is placed before a camera, the plate behind. But instead of a glass plate or film, the xerographic plate is of metal; instead of chemical developers, the xerographic developing is done electrically. It also is done speedily, the complete transfer process taking from three to five minutes with the Haloid Xerox equipment used by Animation Inc.

What is new is the adaptation of xerography to the animation process? Only three firms—Walt Disney Studios, UPA Pictures Inc. and Animation Inc.—are using the process, Mr. Klein said, with his company the only one of the three whose interest is exclusively or even primarily, with tv commercials.

"It's not a revolutionary move," he said, "merely a step forward, a first touch of automation to what is still a hand-crafted industry. True, it saves about 75% of the cost of tracing the original drawings, but by reproducing them so faithfully it makes the artist take more pains and so slows down his output, which is much more expensive than the tracings. The net saving is perhaps 20% of that part of the production cost.

"But, as I said, that's not as important as the faithful reproduction of the artist's work and the added fact that with xerography as with photography the size of the original drawings can be expanded or contracted as desired, which is not possible with tracings.

"What we have, in short, is a process which permits us to give better commercials to the advertisers who are our clients without increasing the cost of our work to them."

'57 Syndicated Tv Film Buys Seen Topping $125 Million

NATIONAL and regional advertisers will invest more than $125 million in syndicated television films in 1957, covering programs and time, according to a special study released last week by Ziv Television Programs.

The study indicates that the $125 million time-and-program figure represents about one out of every four television advertising dollars spent for any form of non-network tv by other-than-local sponsors. Program sponsorship, as opposed to buying spot participations in tv film "strips" or other slottings, will set the pace, the study showed, accounting for as much as $100 million of the total figure.

Ziv Tv officials estimate that full-sponsorship transactions will be divided in 1957 on this basis: 60% will be single-sponsor purchases and 40% will be co-sponsorship buys between "compatible" major advertisers. The total gross spending for all forms of syndicated telefilm buying among national and regional advertisers is likely to top similar 1956 spending by at least 20%, the study indicates.

Warner's Names Tv Officials; Opens Ad, Film Accounts Offices

APPOINTMENT of two regional division directors for the television commercial and industrial film department of Warner Bros. Pictures Inc. and the opening of offices in New York and Chicago to provide direct services to advertising agencies, executives and industrial film accounts have been announced by Jack L. Warner, president of the film company.

Joseph D. Lamneck, formerly executive producer and production supervisor for Kenyon Eckhardt, McCann-Erickson and Cecil G. Presbrey, will supervise the department's operations in the East from headquarters in the Warner Bros. home offices in New York.

Burton A. Neuberger, previously vice president of Roland Reed Tv Inc. and national sales manager for Kling Film Productions, will be Mid-Western states manager, working out of the company's Chicago Film Exchange Building.

The new regional directors will work under the supervision of Jack M. Warner and Walter Bien, in charge of the studio's commercial and industrial film department.

Official Names Junkin V. P.

RAYMOND JUNKIN has been promoted from the post of assistant to the president of Official Films Co., New York, to the position of vice president of the company, it was announced last week by Harold L. Hackett, president and board chairman of Official films.

MR JUNKIN

In his new post, Mr. Junkin will be responsible for liaison with networks, agencies, advertisers, producers and talent both in the U. S. and abroad. He joined Official Films in 1953, was appointed manager of the Dallas office and then nine months ago moved to New York as assistant to Mr. Hackett.

FILM PEOPLE

Jerry Abbott, vice president-musical director at Fred A. Niles Productions Inc., Chicago, to Kling Film Productions, same city, as account executive.

Maryellen Anderson, former eastern sales manager for Walter Schwimmer Co., to Pathescope Productions, N. Y., tv contract production dept.

FILM PRODUCTION

Goodson-Todman Productions, N. Y., scheduled to begin production in Hollywood on new half-hour film series, *Ethan Allen,* which is being made in association with CBS-TV, with approximately half of each program to be filmed on location.

Louisville's BEST KNOWN FIGURE

11

The WHAS-TV Channel 11 figure here promotes the film series "Crunch and Des" for Coca Cola and Lincoln Bank and Trust Company. He's a sensitive emcee on other slides, attracting viewers to Gateway Supermarkets' quiz show, "Sense and Nonsense".

This versatile little fellow, despite costumes or high water, always is recognizable as a reminder to viewers that on Channel 11 may be found the best in local and national spot shows.

He should remind you that for selling results, individual and distinctive treatment, your advertising deserves the impact of programming of character. In Louisville, WHAS-TV programming PAYS OFF!

Are you participating?

VICTOR A. SHOLIS, *Director*
NEIL CLINE, *Station Mgr.*
Represented Nationally by Harrington, Righter & Parsons
Associated with The Courier-Journal and Louisville Times

316,000 WATTS
Channel 11
WHAS-TV
LOUISVILLE, KENTUCKY

BASIC CBS-TV Network

NARTB ACTS ON $952,000 BUDGET WITH EXPANDED PUBLIC RELATIONS

- **Tv Board proposes all-industry copyright committee**
- **Code rules tightened for medical, dental commercials**
- **Action deferred on proposed tv circulation audit project**

A RECORD budget of $952,000—an increase of $38,000 over the fiscal year ending March 30—was drawn up for approval of the NARTB joint board of directors at its meeting last week in Hollywood, Fla., with favorable action expected at the closing session Friday (see AT DEADLINE).

Most of the increase was earmarked for the expanded public relations program recommended by a special public relations committee that disbanded following its session last Monday. Recommended for the new public relations service, headed by Donald N. Martin, assistant to the president, is $111,000 for the new fiscal year as against approximately $85,000 currently, with a minimum full-time staff of 10 at the outset.

About $125,000 is allocated to the Television Code Review Board. Anticipated income for the fiscal year from all sources is $954,000, leaving a margin of only $2,000. The 1956 estimated income was $928,000, with the budget running $914,000. Radio income for the 1957 fiscal year is estimated at $540,000, with television station income about one-third of the $954,000 total and the balance coming from associate members, networks and miscellaneous sources.

In an extraordinary action, the Tv Board at its Wednesday session placed ASCAP music licensing on the NARTB convention agenda in Chicago with the objective of naming an all-industry committee to represent tv broadcasters in negotiations. The primary concern is with ASCAP, whose tv licensing agreements expire next Dec. 31. Radio contracts run until the end of 1958.

The current tv ASCAP contract provides for a sustaining fee of the highest quarter-hour rate per month. In addition, the commercial fee runs 2.05% of the "net receipts" from sponsored programs after all deductions.

The copyright meeting is scheduled Thursday morning, April 11, last day of the annual convention. All tv stations, including nonmembers of NARTB, will be invited to attend the entire day's tv session. Final business that day will be election of tv directors after which the new board will select its chairman and vice chairman.

The Tv Board was told that NARTB now has 319 tv stations and all three networks in membership—a gain of 40 tv stations during the year.

The Radio Board voted Thursday to establish a special fund of $10,000 to evaluate radio broadcast measurement procedures, designed to show the dimensions of radio listening. It unanimously adopted a recommendation of the Radio Research Committee that a technician be retained fulltime for this work and asked NARTB to work with the Census Bureau in two areas: (1) To secure complete and current figures in the 1960 Census on both radio homes and the number of sets of all types, and (2) to include in the 1958 Census of Business questions about sets in business places, restaurants, bars, cafes, hospitals, motels and other public sites.

A plan to promote radio with radio, submitted by Edward Petry & Co., was discussed and a resolution adopted stating the board found the propsal had merit, and authorizing NARTB management to find ways of making it an all-industry effort, both in action and financing. It was estimated the project, involving use of an identical transcribed voice on all stations, might cost $100,000.

New Name, No Sig

The board accepted a recommendation from its Standards of Practice Committee changing the title from "Standards of Practice for Radio Broadcasters" to "Standards of Good Practice for Radio Broadcasters." No action was taken on an audio symbol for air signature as the counterpart of the Tv Code Seal of Good Practice because no acceptable symbol has yet been found. New ideas will be offered to the next board meeting in June.

Continued study of radio transmission tariffs was authorized after the board heard a report from George C. Hatch, KALL Salt Lake City, on behalf of the Radio Transmission Tariffs Committee.

John F. Meagher, NARTB radio vice president, reporting for J. Frank Jarman, WDNC Durham, N. C., Membership Committee chairman who was absent because of illness, said radio membership increased by 110 stations during the year. The association now has 1,355 am stations and 328 fm stations in membership. The campaign for members, which began last fall, will be continued, with a step-up in the number of membership service calls.

Reporting on plans for National Radio Week, May 5-11, Mr. Meagher said the NARTB will meet with other co-sponsors and networks to make plans. He said kits will go to all stations containing tested promotion ideas from the 1956 observance. He reported on plans for the radio portion of the annual convention, April 7-11, stating that 1½ days will be devoted to radio only sessions, plus an fm session on Monday afternoon.

Greater participation in fm station operation by am stations was reported by Edward A. Wheeler, WEAW-FM Evanston, Ill., on behalf of fm directors on the Radio Board. He said a survey of fm stations, recently completed by NARTB, will be reviewed at a Feb. 28 meeting of the Fm Committee.

Nine members of the combined boards will conclude their terms at the convention. They are Radio Board district directors Herbert L. Krueger, WTAG Worcester, Mass., vice chairman; George H. Clinton, WPAR Clarksburg, W. Va.; William D. Pabst, KFRC San Francisco; Richard M. Brown, KPOJ Portland, Ore., and F. Ernest Lackey, WHOP Hopkinsville, Ky., director-at-large for small stations. Retiring Tv Board members are: Campbell Arnoux, WTAR-TV Norfolk, chairman; Kenneth L. Carter, WAAM (TV) Baltimore, vice chairman; William Fay, WROC-TV Rochester, and Ward L. Quaal, WGN-TV Chicago.

Mail balloting for the Radio Board vacan-

PLANS for the spring meeting of National Assn. of Tv & Radio Farm Directors were drawn up at a Washington meeting held in the office of Louis H. Wilson, National Plant Food Institute, chairman of the arrangements committee. Exact dates haven't been set. Clockwise: Hollis Seavy, Clear Channel Broadcasting Service; Roy Battles, National Grange; Don Tuttle, WGY Schenectady, N. Y.; Conway Robinson, WBAL Baltimore; Layne Beaty, Dept. of Agriculture radio-tv chief; Mr. Wilson; Don Lerch, Lerch & McKnight; Delbert Rucker, of food institute; C. Dana Bennett, Foundation for American Agriculture; Alden Aaroe, WRVA Richmond, Va.

INITIATIVE

...the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative... give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends... as well as sales.

AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO

SOUND EFFECTS ON SALES

© MCMLVII Columbia Broadcasting System, Inc. All Rights Reserved.

"Gerald not only can count on the youngsters as his fans but adults as well." VARIETY

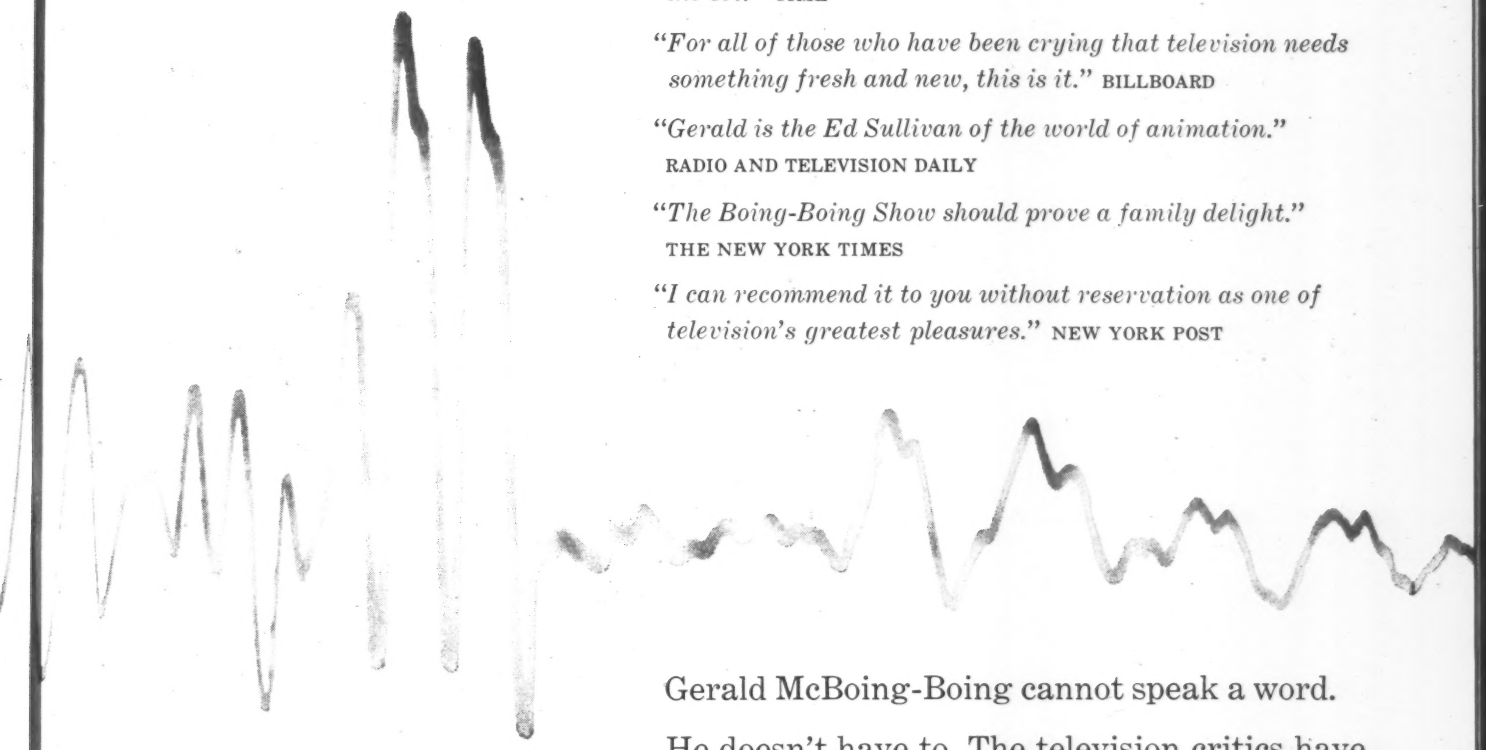
"Should start adults elbowing children for space in front of the set." TIME

"For all of those who have been crying that television needs something fresh and new, this is it." BILLBOARD

"Gerald is the Ed Sullivan of the world of animation." RADIO AND TELEVISION DAILY

"The Boing-Boing Show should prove a family delight." THE NEW YORK TIMES

"I can recommend it to you without reservation as one of television's greatest pleasures." NEW YORK POST



Gerald McBoing-Boing cannot speak a word. He doesn't have to. The television critics have been speaking up for his new UPA-produced cartoon program in glowing phrases. The movie exhibitors have named his film, "Top money short of the year." And Hollywood has given him an Academy Award. But words cannot describe the delightful effect of Gerald's sound effects. He's got to be seen to be appreciated. As an advertiser who knows how readily family pleasure carries over into family buying, we suggest you see Gerald on Sunday at 5:30 pm EST, and let him show you what *sound effects* The Boing-Boing Show can have on *your* sales.

CBS TELEVISION NETWORK

cies is underway. Tv Board vacancies will be filled at the NARTB convention.

G. Richard Shafto, WIS-TV Columbia, S. C., chairman of the Tv Code Review Board, reported the code has reached an all-time high of 300 station subscribers. He said monitoring of programming and advertisers, which last year reached a total of 17,000 hours, will be stepped up in 1957. An increase in monitoring funds from $16,000 to $24,000 was authorized. Mr. Shafto said 18 film producers are affiliate subscribers under the new agreement with the Alliance of Tv Film Producers and that invitations will go out to film producers who are not alliance members.

The Code Board, Mr. Shafto said, will concentrate on getting compliance or resignations from non-conforming stations and will promote means for stations which subscribe to gain a greater identification with the public and with advertisers.

The Tv Board approved adoption of a code amendment providing that if dramatized advertising involving purported statements by physicians, dentists or nurses, is not given by accredited members of such professions, it must be shown the portrayal is dramatized by superimposing the words "a dramatization" in a visual manner during the initial 10 seconds of the scene. If the scene is less than 10 seconds, the words "a dramatization" shall be visible for the entire length of the scene.

Film Manual Coming

Harold P. See, KRON-TV San Francisco, chairman of the Tv Film Committee, outlined plans for production this fall of a manual reviewing current stations' film operations and serving as a buying guide for films. Lack of standards in buying has plagued broadcasters from the start of commercial tv, he said, and the manual will point out pitfalls. The Tv Board approved an appropriation of $9,000 to defray NARTB's participation in the Television Allocation Study Organization (TASO) after hearing a report from Thad H. Brown Jr., NARTB tv vice president.

A review of the proposed television circulation audit was given last Monday to the audit committee by Hugh M. Beville Jr., NBC vice president for planning and research, and chairman of the research subcommittee. Action was deferred, probably until the next NARTB board meeting in June. Mr. Beville reported on the results of methodological tests and said a final report should be ready by May. The full committee tentatively agreed to meet in May when it will act on the future of the project. Mr. Arnoux, chairman of the Audit Television Circulation Committee, reported on the project at Wednesday's Tv Board session.

Members attending Monday's audit committee meeting, in addition to Messrs. Arnoux and Quaal, were Payson Hall, Meredith, Des Moines; Clair R. McCollough WGAL-TV Lancaster, Pa.; J. Leonard Reinsch, WSB-TV Atlanta; Robert D. Swezey, WDSU-TV New Orleans, and Donald W. Thornburg, WCAU-TV Philadelphia. Dr. Leon Arons, of the Television Bureau of Advertising, attended as an observer.

The Ad Hoc Public Relations Committee received a detailed report from Mr. Martin at its Monday session, with favorable action anticipated at Friday's joint board meeting. Committee members present were John M. Outler, WSB Atlanta, Radio Board chairman and chairman of the ad hoc committee; Mr. Arnoux; John E. Fetzer, WKZO-TV Kalamazoo, Mich., and Mr. Pabst, who is also chairman of the General Fund Finance Committee. CBS Radio President Arthur Hull Hayes was absent but attended the radio and joint board sessions.

The new public relations service, Mr. Martin said, seeks to fulfill the mission of fostering the public service, growth and prosperity of broadcasting on the theme "Broadcasting Serves America." Committee members felt it would take five years to carry out the program. They approved the objectives outlined by Mr. Martin.

Defined in the program were the "general public and special publics" with which broadcasters are concerned. Effort with the general public, which appears to be satisfied with what it is getting from broadcasting, is to enlist support for the broadcasters' point of view and to resist efforts of those trying to undermine the generally favorable attitude.

Enumerated as the "special" publics, which broadcasters should seek to reach, were the federal government, the business and financial "public," employes in broadcasting and allied fields, publishers, editors and writers who should be indoctrinated on the objectives of broadcasting (including radio-tv editors and columnists), educators and woman's groups.

Mr. Martin reviewed functions of the public relations service. Among the programs proposed in support of both the long-range and special objectives were "use of the medium to promote the medium," involving support of station and network management; expansion of service to daily newspapers, syndicated writers and feature editors; preparation of editorials and story outlines for leading magazines, as well as smaller circulation books and house organs, using bylines of NARTB members and officials; speaking engagements on both national and local levels, with full publicity before and after, and with NARTB speakers' kits to be supplied on a regular basis along with suggestions on how to get maximum publicity on the air and in the press.

Also proposed are audio-visual aids including films, film clips, recordings, slides, photographs and charts to convey the message to special "publics" as well as the grass roots.

Among other topics covered in the proposal were publications issued by NARTB; special projects including National Radio Week, National Television Week, Voice of Democracy, committees and Register-to-Vote, which will be given further impetus; presentations covering public service and personal contacts with opinion-makers. Two key executives—John G. Trezevant, manager of news and publications, and Joseph M. Sitrick, manager of special events and member participation, will assist Mr. Martin in the development and execution of the projected program.

Present at the Tv Board sessions were Chairman Arnoux; Vice Chairman Carter; Messrs. Fetzer, Hall, Quaal and See; C. Howard Lane, KOIN-TV Portland, Ore.; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; James V. Russell, KKTV (TV) Colorado Springs; Alfred Beckman, ABC-TV New York, representing Oliver Treyz; William B. Lodge, of CBS New York, representing Merle S. Jones, and Frank M. Russell, NBC Washington. Excused were Joseph E. Baudino, Westinghouse, and Mr. Fay, Rochester.

Attending for NARTB were President Harold E. Fellows; ex-president Justin Miller, consultant; Messrs. Brown, Meagher, Martin and Sitrick; Everett E. Revercomb, secretary-treasurer; Richard M. Allerton, manager of research; Robert L. Heald, chief attorney, and Vincent Wasilewski, government relations manager.

Attending the Radio Board sessions were Chairman Outler; Vice Chairman Kreuger; Messrs. Clinton, Hatch, Pabst, Brown, Lackey, Wheeler and Hayes; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WCKR Miami; F. C. Sowell, WLAC Nashville; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO La Salle, Ill.; Ben Sanders, KICD Spencer, Iowa; Robert L. Pratt, KGGF Coffeyville, Kans.; Alex Keese, WFAA Dallas; Robert O. Reynolds, KMPC Los Angeles; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville; William C. Grove, KFBC Cheyenne; Merrill Lindsay, WSOY-FM Decatur, Ill.; Don Durgin, ABC Radio, New York, and Charles R. Denny, NBC New York.

Excused from the Radio Board sessions were Mr. Jarman; John Poor, president of Mutual, and Robert Hanna, WGY Schenectady.

Radio-Tv Commended By Polio Foundation

AN enthusiastic tribute to the broadcasting industry for its help in the nation's fight to finish polio was voiced Thursday by Basil O'Connor, president of the National Foundation for Infantile Paralysis.

"We count heavily on television and radio in our March of Dimes campaigns," Mr. O'Connor said, "because the impact of our message about the polio situation can be made persuasively upon millions of families in a single instant. For years the cooperation of radio and television stations and of networks and of broadcast people from coast to coast has been nothing short of tremendous. Never has this cooperation and assistance been more widespread and vital than in the 1957 March of Dimes campaign just concluded."

"The American people can be thankful," Mr. O'Connor continued, "to the twin industries, radio and television, because without their voluntary democratic participation, the past and present victories in the polio fight would have been impossible."

WERE SCORES FIRST AGAIN

WERE SCORES FIRST IN NIELSEN . . . reaching more homes monthly, weekly, daytime and nighttime, in its six county Nielsen Coverage Service #2 area than all the homes reached in the total 25 Ohio counties covered by the next trailing station.

WERE SCORES FIRST IN PULSE . . . with the greatest total share of in-and-out-of-home audience 24 hours a day.

WERE SCORES FIRST IN HOOPER . . . leading with almost twice the total share of audience, day and night, as the next two stations combined.

All figures from current surveys.

buy WERE and sell CLEVELAND

WERE

RICHARD M. KLAUS
Vice President and General Manager

represented by:
VENARD, RINTOUL & McCONNELL, INC.

CLEVELAND'S SOUND HABIT

Going Fast . . . 1957 Cleveland Indians Baseball Availabilities . . . Wire or Phone Now!

FOUNDATION MAKING RADIO, TV PLANS

- **People-To-People Inc. forms**
- **World goodwill is goal**

PLANS for furthering international goodwill and understanding through the broadcast media are expected to be revealed soon by the radio and television committee of the People-To-People Foundation Inc., New York, reported George V. Denny Jr., vice president of the foundation, at its organizational meeting last week. Mr. Denny is former moderator of the old ABC Radio *Town Meeting of the Air.*

The radio-tv committee, headed by Dr. Frank Stanton, CBS president, and Harold E. Fellows, president and board chairman, NARTB, includes Roger W. Clipp, general manager, Triangle Stations (WFIL-AM-TV Philadelphia, WLBR-TV Lebanon, Pa., WFBG-AM-TV Altoona, Pa.; WNBF-AM-TV Binghamton, N. Y.; WNHC-AM-TV New Haven); Leonard Goldenson, president, American Broadcasting-Paramount Theatres Inc.; William Pabst, general manager, KFRC San Francisco; John F. Patt, president, WJR-WJRT (TV) Detroit; John B. Poor, MBS president; J. Leonard Reinsch, executive director, James M. Cox Stations (WSB-AM-TV Atlanta; WHIO-AM-TV Dayton); Robert W. Sarnoff, NBC president, and Frank E. Schooley, general manager, WILL-AM-TV Urbana, Ill.

Suggested by President

The People-To-People Foundation Inc. is an outgrowth of the "People-To-People Program" proposed by President Eisenhower at a special White House meeting last Sept. 11-12. It then was suggested that a group of 46 business, social, and cultural leaders—headed by Trinity College's Dr. Albert C. Jacobs—set up a network of various committees to work through the Office of Private Cooperation, U. S. Information Agency (USIA), headed by Conger Reynolds, former public relations director of Standard Oil (Indiana).

However, Mr. Denny told B•T Thursday, this appeared to be a difficult working arrangement inasmuch as "the purpose of People-To-People contact would be defeated by official government support." Thus, last November, the group decided to establish a non-profit corporation subsidized by private business. The corporation was set up by Maj. Gen. William C. (Wild Bill) Donovan, U.S.A., ret.), former OSS head and now senior partner of the New York law firm of Donovan, Leisure, Newton & Irvine.

Mr. Donovan is board chairman, and Charles E. Wilson, former president of General Electric Co., is president of People-To-People Inc. The board consists of Dr. Stanton, cartoonist Al Capp, Dr. Jacobs, Mrs. William Barclay Parsons, first vice president of the National Council of Women; Dr. Louis H. Bauer, secretary-general of the World Medical Assn., and Domestic Relations Court Judge Juvenal Marchisio of New York.

Prominent in the membership of the 41 committees are advertisers, agency executives and other representatives of the communciations industry, who are either heads or co-chairman of several committees: Theodore S. Repplier, president of the Advertising Council; Sigurd S. Larmon, president of Young & Rubicam, New York; RCA Vice President Meade Brunet; Harry A. Bullis, board chairman, General Mills Inc.; Paul C. Smith, president, Crowell-Collier Publishing Co. (KFWB Los Angeles); Y. Frank Freeman, chairman, Assn. of Motion Picture Producers Inc.; Eugene Ormandy, conductor of the Philadelphia Orchestra (CBS Radio), and George L. Murphy, actor.

Though Dr. Stanton's office was unable to specify just when plans would be released, Mr. Wilson said earlier in the week that it was highly possible that P-To-P would "make films and transcriptions of . . . world journeys (of P-To-P officials) in order to share them with radio and television audiences in this country and abroad."

GATHERED at a recent regional sales clinic held by Radio Advertising Bureau in the studios of WPTR Albany are upstate New York radio officials and RAB representatives. L to r: Ed Piering Jr., WGY Schenectady, sales; Jim Baker, WPTR Albany, sales manager; Duncan Mounsey, WPTR, general manager; Howard Hayes, WOKO Albany, general manager; George Perkins, WROW Albany, general manager; Warren Boorom, RAB, promotion director; Al Spokes, WEAV Plattsburgh, general manager, and John Schmulbach, WGY, sales manager. Attended by some 36 general managers and sales executives, the sales clinic was conducted by Mr. Boorom. Theme of the clinic, currently being taken across country by RAB, is "57-30," expressing the goal of 30% more radio billing during the current year.

RAB's 1957 'Blitzes' Open in New York City

THE first half of a two-week long concentrated sales campaign got underway last week in metropolitan New York by Radio Advertising Bureau. The first RAB sales "blitz" in its 1957 series, the campaign was described by the bureau as the "largest regional sales effort ever undertaken in behalf of radio advertising."

The RAB sales force was led by John F. Hardesty, RAB vice president-general manager, who directed 28 especially-prepared presentations—using both tapes and visual material—to tell radio's sales story to representatives of more than 100 regional and large local advertisers and their agencies. Businesses represented included large department stores; grocery chains and food processors; merchandisers of wearing apparel, shoes, drugs and home furnishings; specialty stores, and appliance and automotive distributors. Objective of the drive is to boost radio billings in the New York area. The latter half of the "blitz" this week is under the leadership of RAB President Kevin Sweeney.

Following the New York area drive, similar "blitzes" will be conducted by the RAB task force within the next 60 days in Los Angeles, Portland (Ore.), Seattle, Salt Lake City, Denver, Omaha and Des Moines.

Originated by RAB last year, the "blitz" method is designed to acquaint significant advertisers with the value of radio through presentation of the most recent statistics on the effectiveness of the medium, and revelation of success stories by its users.

Through "blitzes" conducted in seven cities in 1956, RAB brought the story of radio's "sell-ability" to more than 350 important regional advertisers. By demand of advertisers, agencies and broadcasters alike, RAB is repeating the campaign in 1957 on an expanded basis. Mr. Sweeney said the target in 1957 is 26 city "blitzes" to be presented before audiences of more than 1,400 regional and local advertisers.

Miller and Ernst Debate

JUDGE Justin Miller, former president of NARTB and now in private law practice in Los Angeles, and Morris Ernst, New York attorney, will debate the "Rights of Broadcasters to Have Cameras and Microphones in Judicial, Legislative and Administrative Sessions" at the Radio and Television Executive Society's Feb. 13 luncheon in New York at the Hotel Roosevelt. Mike Wallace will be moderator. The New York Bar Assn. has asked to have a member present for the debate.

EVERYBODY LOVES LEO!

OMAHA
50.5
WOW-TV Trendex
Wed. Jan. 2
10:30 P.M. to
1 A.M.

PHOENIX
40.8
KPHO-TV ARB
Thurs. Jan. 17
7 to 9 P.M.

ALTOONA
24.3
WFBG-TV ARB
Sat. Nov. 17
11 P.M. to
12:30 A.M.

LOS ANGELES
30.6
KTTV ARB
Fri. Jan. 11
8 to 10 P.M.

KANSAS CITY
33.1
KCMO-TV Trendex
Fri. Jan. 11
10:30 P.M. to
12:30 A.M.

ATLANTA
27.4
WSB-TV ARB
Sun. Jan. 6
12:30 to
2 P.M.

From coast to coast M-G-M FEATURES have captured the heart of America!

In only a few brief months, MGM-TV has revolutionized the telecasting scene. In market after market, the signs of success are seen—not only in record ratings but also in upped billings and greater prestige and profits. If you have not done so already, inquire today as to the availability of the M-G-M library in your area.

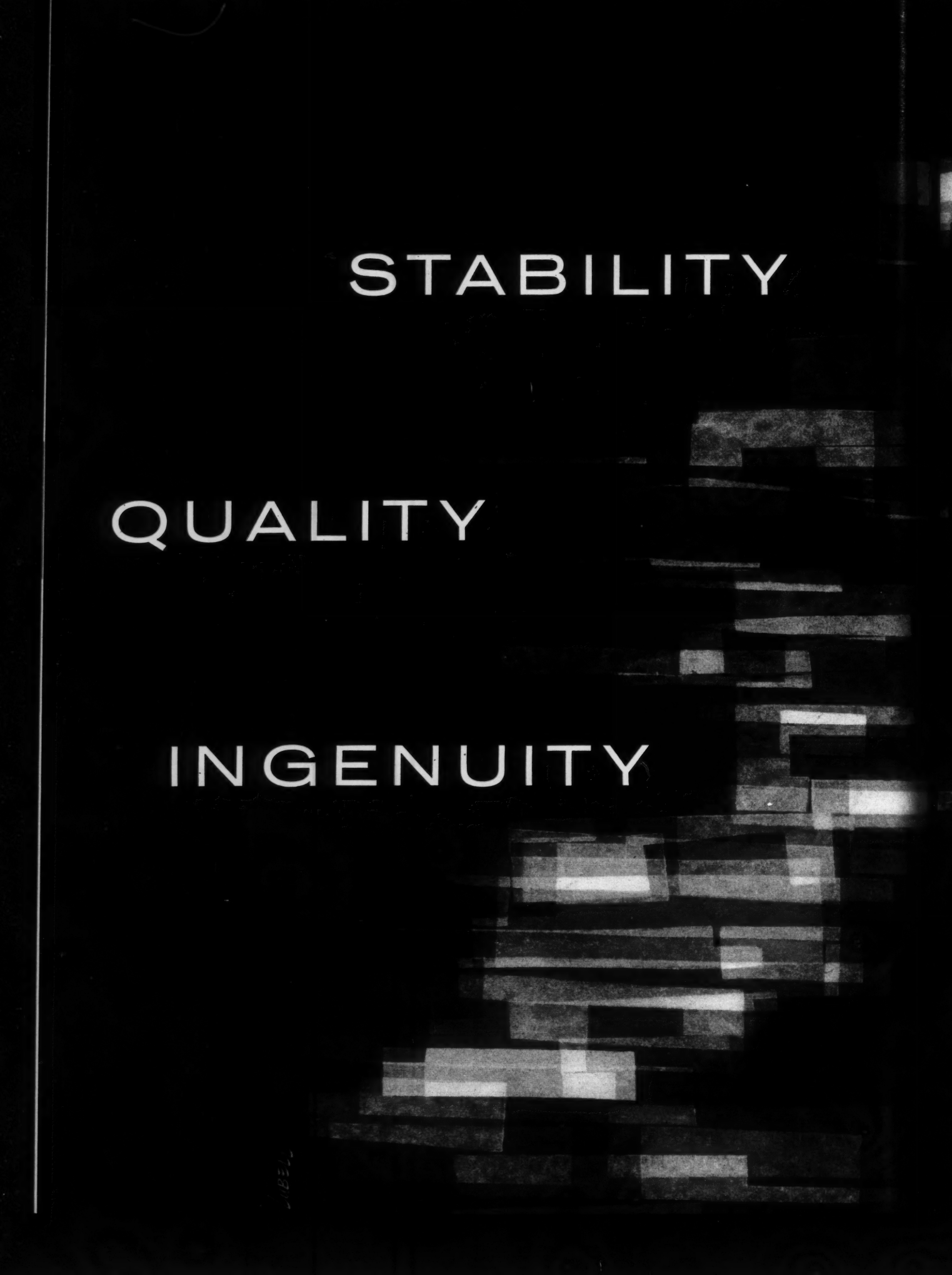
MGM-TV
A SERVICE OF
LOEW'S INCORPORATED

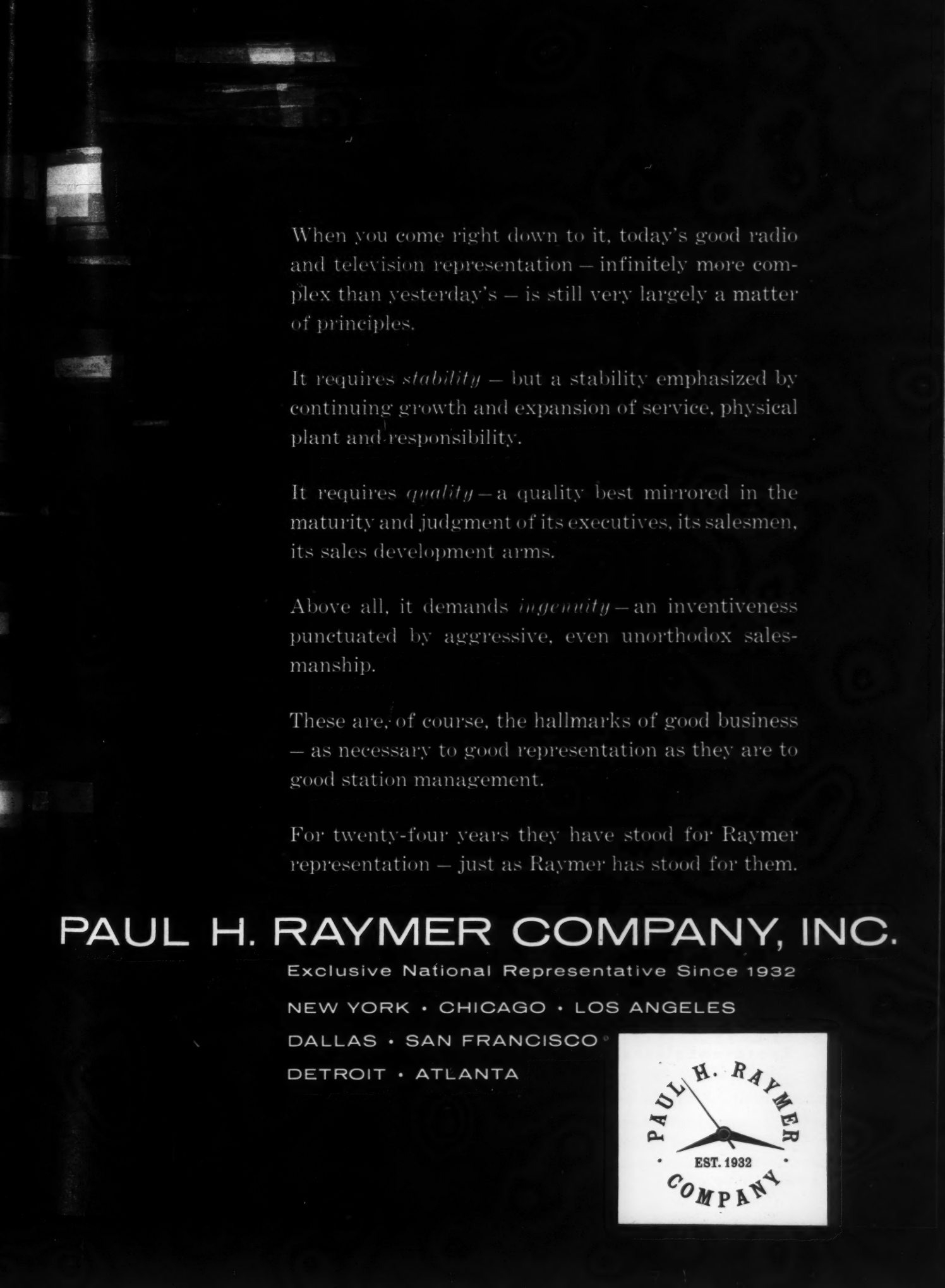
Write, wire or phone Charles C. Barry,
Vice President, 1540 Broadway, New York

STABILITY

QUALITY

INGENUITY





When you come right down to it, today's good radio and television representation – infinitely more complex than yesterday's – is still very largely a matter of principles.

It requires *stability* – but a stability emphasized by continuing growth and expansion of service, physical plant and responsibility.

It requires *quality* – a quality best mirrored in the maturity and judgment of its executives, its salesmen, its sales development arms.

Above all, it demands *ingenuity* – an inventiveness punctuated by aggressive, even unorthodox salesmanship.

These are, of course, the hallmarks of good business – as necessary to good representation as they are to good station management.

For twenty-four years they have stood for Raymer representation – just as Raymer has stood for them.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA

PAUL H. RAYMER COMPANY EST. 1932

PULSE
Sept
1956
ARB
March
1956
What
a difference
a year makes!
A.R.B.
NOV.
1956
WKRG-TV
is in front to stay
in Mobile . . .
No matter how you measure it!
PULSE
Telepulse (Sept. '56) shows WKRG-TV leading in 275 quarter hours to 171 for Station "X". The night time lead is most one-sided, 117 to 48.
NIELSEN
The 1956 Nielsen Coverage Service shows WKRG-TV leading in every department . . . covering 33 counties to 26 for Station "X", with 45,000 extra homes in Channel 5's Nielsen Coverage Service area.
ARB
Dec
1955
A.R.B.
A. R. B. (Nov. '56) shows Channel 5 pulling even further ahead, leading in morning, afternoon and night . . . and with 10 of top 15 shows in Mobile.
5
WKRG-TV
CBS Channel 5 in Mobile
Representatives: Avery-Knodel

MORE SECTIONAL TV FOR 1957 FOOTBALL

- **NCAA drafts fall plans**
- **Big Ten gains compromise**

COMBINATION national-regional plan for televised football—similar in essentials to last year's but in effect a compromise with Big Ten proposals—has been drafted by the National Collegiate Athletic Assn.'s 1957 tv committee, B•T learned last Thursday.

As an alternative to Western Conference requests for a "one-rule" program, which would have limited NCAA control to overall team appearances, the committee agreed, in essence, to more regional tv dates, although the exact number was not ascertained. Threat of legislative pressure in Big Ten school areas was adjudged to be a major factor in its decision.

Thus, the 1956 proportion of eight national to five regional telecasts may be swung over to a more equitable ratio favoring the Big Ten and other conferences. Western Conference had proposed during hearings Tuesday a "three-appearance, one-rule" plan to be administered by NCAA, with Big Ten and other conference schools being able to select three appearances from national and regional tv dates. Last year NCAA schools were limited to two appearances.

Under the plan drafted Thursday by the tv committee, schools thus would be eligible for more regional tv coverage. The Big Ten hoped to get approval of the "one-rule" proposal enabling it to set up its own tv arrangements and sell rights to its own schedule. It would have permitted member schools to appear a maximum of three times regionally without being placed on any national network schedule.

Feb. 25 Deadline Planned

If the present plan is finally adopted by the committee this week—and approved by NCAA membership in a mail referendum by Feb. 25 deadline—the association still will be free to sell the rights to a network for sponsor negotiations, while member colleges may devise their own plans for regional coverage subject to NCAA team appearance limitations ultimately approved. It was presumed the committee recommended a higher ceiling on such appearances along with more regional playing dates.

New tv steering group, headed by Robert J. Kane, Cornell U., must ratify precise details of the plan and tender final approval before it is mailed to NCAA membership Feb. 18. Actual plan is to be announced next weekend, according to Walter Byers, NCAA executive director.

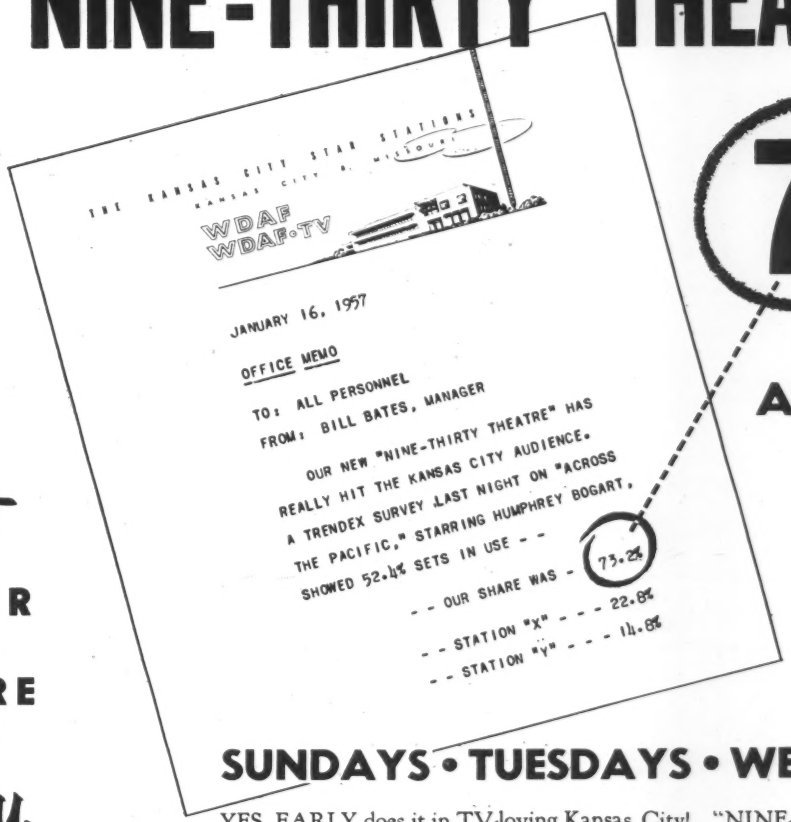
Mr. Kane told a news conference Wednesday, in revealing the submission of 10 different plans to the committee, that his group would act quickly because "the longer we delay the fewer will be the available

FEATURE FILMS?

EARLY does it in Kansas City!

Look What Happened When WDAF-TV Launched

"NINE-THIRTY THEATRE"!


THE KANSAS CITY STAR STATIONS
WDAF
WDAF-TV
JANUARY 16, 1957
OFFICE MEMO
TO: ALL PERSONNEL
FROM: BILL BATES, MANAGER
OUR NEW "NINE-THIRTY THEATRE" HAS REALLY HIT THE KANSAS CITY AUDIENCE. A TRENDEX SURVEY LAST NIGHT ON "ACROSS THE PACIFIC," STARRING HUMPHREY BOGART, SHOWED 52.4% SETS IN USE - -
- - OUR SHARE WAS - 73.2%
- - STATION "X" - - - 22.8%
- - STATION "Y" - - - 14.8%

73.2%

OF THE AUDIENCE!

Great **WARNER BROS. FEATURE FILMS** Early **IN THE EVENING!**

SUNDAYS • TUESDAYS • WEDNESDAYS

YES, EARLY does it in TV-loving Kansas City! "NINE-THIRTY THEATRE" is getting and holding the major share of Kansas City viewers! On WDAF-TV—and only on WDAF-TV—they can watch a top-notch movie and still get a good night's rest. The program that moved the clock ahead is moving merchandise. For availabilities and a result story that will "make your hair curl," write, wire or phone!

KANSAS CITY

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS

WDAF-TV channel 4

OWNED AND OPERATED BY THE KANSAS CITY STAR CO.

NBC Basic NBC Affiliate

WFBC-TV
"The Giant of Southern Skies"
WFBC-TV ... in South Carolina "The Giant of Southern Skies" again gets top rating (by far) in all data, ... with other television stations in its home ... according to NCS#2
Video—100,000 Watts (FCC Maximum)
Audio—50,000 Watts
Antenna Height—1204 feet above average terrain—2,204 feet above sea level.
1st in South Carolina!
HERE'S THE COMPARISON
STATION | Total Homes | Tele... Hom... | Daily Circ. DAYTIME | Daily Circ. NIGHTTIME
WFBC-TV . . . | 449,600 | 248,... | 118,100 | 135,730
Station "B" . . | 384,300 | 198,... | 68,090 | 80,480
Station "C" . . | 339,200 | 181,9... | 63,990 | 72,690
Station "D" . . | 320,700 | 150,11... | 1,080 | 74,230
Station "E" . . | 302,200 | 159,04... | | 77,120
Station "F" . . | 92,700 | 54,380 | | 8,700
Station "G" . . | 79,400 | 48,05... | | 25,930
Station "H" . . | 50,300 | 2... | ,720 | 4,740
NBC NETWORK
Channel 4
WFBC-TV
Greenville, S. C.
For information about NCS #2, and for rates, availabilities and assistance, contact us or your nearest WEED man.
Affiliated with WFBC-AM & FM
NBC Affiliate
Represented by Avery-Knodel, Inc.
Represented By
WEED TELEVISION CORP.

sponsors we're interested in." Mr. Byers described the three major proposals as favoring (1) all national telecasts, (2) a combination national-regional and (3) only certain basic rules on team limitations. The Big Ten reportedly felt that the combination plan finally agreed on contained "significant variations" amounting to a compromise.

Western Conference proposal was submitted Tuesday by Comr. Kenneth (Tug) Wilson, Ohio State Athletic Director Dick Larkin and Assistant Big Ten Comr. William Reed during hearings which included suggestions from spokesmen for tv networks and stations, member schools, and the NCAA tv committee and "other tv and advertising industry representatives." (Understood to include a communication from an advertising agency).

Big Ten spokesmen told the committee that, under its plan, schools could exercise the prerogative of joining other schools in the conference to devise a group plan for national, regional and other rights, or set up their own. This would have, in effect, eliminated the "national franchise," they said.

Committee was warned that Big Ten schools are sensitive to "legislative pressures" in their states and that, while the 1956 plan may have "satisfied the public interest," it was a question of "how long" these pressures could be withstood. Indiana and Ohio legislatures have pending bills designed to force telecasts of Indiana U., Purdue U. and Ohio State U. games, or require the schools to withdraw from the Big Ten. [B•T Jan. 28].

Looser Controls Sought

Among network representatives to appear before the committee was Tom Gallery, NBC's director of sports. He reported his network found the 1956 plan "fairly satisfactory" save for NCAA Dist. 3, which did not televise regionally, and felt the more loose the controls the better the football tv package. While they did not appear personally at the hearing of "interested parties," spokesmen for Zenith Radio Corp., pay-tv advocate, reportedly held informal discussions with some members of the tv committee, it was learned—not looking toward prospect of toll tv for NCAA football this fall but sometime in the future, provided a subscription method is ultimately approved by the FCC.

The 12-man committee [B•T, Jan 21] drafted its plan after hearing a review of the report and recommendations of the 1956 unit and setting up administrative organization for the new year. Still to be selected is a television director.

National Community Television Assn. last Thursday appointed a broadcasters relations committee to meet periodically with NARTB and discuss problems of mutual interest, with Martin F. Malarkey Jr., president of WRTA Altoona, Pa., as chairman. Action was taken at NCTA's two-day board meeting at the Drake Hotel in Chicago.

Other members of the new group are A. J. K. Malin, president of WWNH Rochester, N. H.; Fred Stevenson, vice president-gen-

WFAA RADIO IS HOT!

Perhaps the largest promotion of its kind to exploit a "New Listen" in radio took place in Dallas January 9th. From near and far they came to **WFAA**'s elaborate kick-off luncheon. Simultaneously, advertisers and agencies over the nation were bombarded with teaser mailings, and later the complete story telling of a new and realistic theme... "**WFAA Radio Is HOT!**"

And **HOT** it is! The NBC "Hot-Line" innovation ... news every hour on the hour... expanded local news coverage... new network programming... new local shows... truly a "New Listen" throughout **WFAA** Radio-Land! Added impetus to that spot on the dial (820) to which Nielsen attributes *more audience than any other station in Texas!*

For choice "Hot Buys" see your **PETRYMAN**!

WFAA
820 · 570
50 000 WATTS 5000 WATTS
D A L L A S
NBC · ABC · TQN

Bob uses his instinct...

and Bob Braver's instinct is good. As Director of Research and Promotion for Burke-Stuart radio and tv stations, Bob has his own enlightened definition of the average research man. "There are two of these," Bob says. "One has a mental pigeon-hole for each specific fact; the other a wastebasket mind in which there is a scrapheap of trivia. Neither are of particular value." And Bob's right. It's not so much what a research man knows as what he can find out. Here's where instinct comes in—the instinct which leads unerringly to the discovery of profitable information. That's Bob's instinct. He's a hi-fi buff and he believes in high-fidelity in research just as in music. Evidence: The collection of recorded true market statistics he has discovered. They are of real help today to users of all Burke-Stuart stations. If there's something special you want to find out about a market, we suggest that you ask Bob Braver. Phone him at PL 1-4646.

BURKE-STUART CO., INC.

Radio and Television Station Representatives

60 East 56 Street, New York 22, New York

Chicago • Detroit • Los Angeles • San Francisco

Representing, among others: WAKR & WAKR-TV, Akron, Ohio; WINS, New York; WCFL, Chicago, Ill.

eral manager of KGRH Fayetteville, Ark.; Paul McAdam, president of KPRK Livingston, Mont., and Larry Boggs, president of KVIT (TV) Sante Fe, N. M. Williams Daniels, NCTA president and owner of Community Systems in Casper and Rawlings Wyo., and Farmington, N. M., presided at the board session.

NCTA executive committee met Wednesday and approved an increased budget for the new fiscal year starting May 1, 1957, as well as setting up a nominating committee to select new officers, with approval of the 22-man board. Members are Lloyd Calhoun, Hobbs, N. M.; Bruce Merrill, Phoenix, Ariz., and Ralph Shepler, Elkins, W. Va.

Convention committee met Friday to plan for NCTA's annual convention at the William Penn Hotel in Pittsburgh June 4-6. FCC commissioners will be invited to the convention to observe the NCTA exposition. Pending legal matters, including excise tax problems, were reviewed Friday for board members by E. Stratford Smith, NCTA general counsel and executive secretary.

Plans for expansion of NCTA's headquarters office in Washington, D. C., also were discussed by board members. Association now claims some 350 members, comprising approximately 450 community antenna tv systems, according to Mr. Daniels.

Huntington Promoted at TvB, Becomes Asst. to President

APPOINTMENT of George C. Huntington, director of sales development, Television Bureau of Advertising, to the additional post of assistant to the president, as part of an internal executive realignment, is being announced today (Monday) by TvB President Norman E. (Pete) Cash.

MR. HUNTINGTON

This move follows an earlier announcement of the resignation of Gene Accas, TvB vice president and operations director, who returns to ABC-TV later this month as an administrative assistant to ABC-TV Vice President Oliver Treyz, former TvB president [B•T, Feb. 4]. Mr. Accas' former position, according to TvB officials, is being eliminated, with Mr. Huntington taking over the functions of that post in addition to his own as sales development director. An assistant to Mr. Huntington is expected to be announced shortly. Mr. Huntington joined TvB a year ago after associations with Benton & Bowles, Kenyon & Eckhardt and Dancer-Fitzgerald-Sample.

No other changes in TvB's executive structure are being contemplated at this time. Halsey V. Barrett will continue as national sales director, Gordon Hellmann as sales promotion director, Dr. Leon Arons as research director and Howard Abrahams as retail sales director.

Meanwhile, Mr. Cash announced last

KRON is TV in SF

San Franciscans are sold on KRON-TV

CINEMA SHOWPLACE AVAILABLE
Mon. Tues. 10:30 -12

S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

KLZ is FIRST AGAIN in DENVER

MORNINGS
AFTERNOONS
NIGHTS

All week long!

Weekly averages as reported by Pulse, Inc.—based on 72,000 completed quarter-hour reports, November 1956. Full Morning 6 AM—12 Noon; Full Afternoon 12 Noon—6 PM; Full Evening 6 PM—12 Midnight. No selected segments.

MORE ¼ HOUR FIRSTS THAN ALL OTHER DENVER STATIONS COMBINED*

No wonder national and local spot business in 1956 was the greatest in the 35 year KLZ-Radio history!

ALL KLZ PERSONALITIES *Continue* TO DO A GREAT SELLING JOB TOO – THANK YOU!

Dale Morgan Show from 5:30 a.m. to 9 a.m.
Art Gow's Ladies Choice from 10:30 a.m. to 11:15 a.m.
Pat Gay Show from 12:05 p.m. to 12:45 p.m.
Carl Akers Show from 4:00 p.m. to 4:55 p.m.
Starr Yelland's Party Line from 8:00 p.m. to 9:00 p.m.
and ***Denver at Night*** from 5:00 p.m. to Midnight

STEP UP TO KLZ IN DENVER

For the full story of KLZ's leadership in Denver, call your KATZ man . . . or Lee Fondren, General Sales Manager, in Denver at MAin 3-4271—today!

KLZ radio 560 KC Denver

*Monday through Friday

CBS FOR THE ROCKY MOUNTAIN AREA

REPRESENTED BY THE KATZ AGENCY

week that TvB had renewed its contract with A. C. Nielsen Co., Chicago. The new contract not only calls for the regular rating measurement subscription, but also for special services.

Broader Media Rights Sought of Legislatures

STEPS to broaden the rights of radio-tv and printed media are being taken during winter legislative sessions, spurred by state broadcaster groups, NARTB and other interests.

Last week Massachusetts Broadcasters Assn. joined Sigma Delta Chi and Massachusetts Newspaper Information Service in endorsing a bill (H 437) to remove media barriers to coverage of state, county and local government proceedings. A substitute version of the original bill was endorsed at a Wednesday hearing before the Committee on State Administration in Boston.

Thomas Callaghan, legislative agent of MBA, voiced its stand on behalf of the effort to remove media barriers. David Brickman, chairman of the newspaper group, appeared as chairman of its freedom of information committee.

In Texas, radio and tv stations have been given the right to cover proceedings of the House of Representatives. The action was taken in a resolution adopted 140 to 4. The new rule permits live and recorded radio and tv coverage. W. D. Rogers Jr., KDUB-AM-TV Lubbock, Tex., who directed the legislative fight on behalf of the Texas Assn. of Broadcasters, answered fears by legislators that they would be caught unawares by proposing installation of an on-the-air light behind the speaker's desk. The signal idea was adopted.

TAB has authorized its counsel to draft a bill permitting daylight saving time in Texas, to be presented at the current session. Another bill, introduced by Rep. Mann, of Houston, also would sanction daylight time.

Albert D. Johnson, KENS-AM-TV San Antonio, TAB secretary-treasurer, led the daylight time planning as chairman of the association's special committee handling the matter. David H. Morris, KNUZ Houston, president of TAB, is directing a move to increase the association's legislative activity.

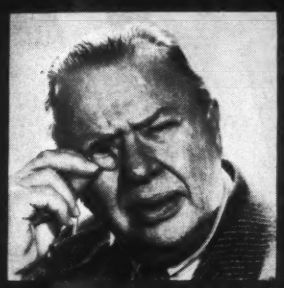
NEW to Texas is the appearance of tv and radio news facilities in the House of Representatives. Here Duncan Elliston, KDUB-TV Lubbock news director, operates a camera from the gallery.

Raising the curtain on 39 BRAND-NEW episodes of...

"QUALITY THEATRE"

presented by *Lilli Palmer*

Players of International Reputation in Masterpieces by the World's Top Writers



CHARLES COBURN

WENDY HILLER

ARTHUR FRANZ

FLORA ROBSON

Befitting its title, only the best has gone into the *new* "QUALITY THEATRE" with Lilli Palmer as hostess.

The world's best stories of mystery, romance, adventure and intrigue . . . by the most famous writers . . . with players noted on two continents.

Fusing these sure-fire elements into 39 new . . . all new . . . dramatic half-hours provides quality out of the top drawer that is sure to draw top audiences.

And to make it even more attractive, "QUALITY THEATRE" comes to you at an agreeably low price . . . along with promotional high-powered aids from NTA's award-winning promotion department.

NTA

For full details, phone, wire or write—
Harold Goldman, V.P. in charge of sales,

National Telefilm Associates, Inc.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

THOUSANDS HEAR THE STAR'S RADIO CONCERT PROGRAM

Speeches and Musical Numbers Feature Entertainment— Max Steindel Plays.

Continued from Page One.

bered disc on a strange wood box and listen to what happened at the other end of the wire that wasn't there. In addition there were a few peculiarly fashioned boxes and coils and a few electric lights on a black board. That was all, but it seemed an unexplainable mess until the young man took the apparatus off his head and gave a three-minute lecture that took all the mystery away. He was L. A. Benson, vice president of the Benwood Company, who was in charge of the sending.

Vaudeville Act First.

When Benson gave the word, the program started. The first number was the Orpheum act. Miss Gravese and her brother, who are vocalher brother, Charlie Granese, vocalists of unusual ability, with Charles Borelli at the piano. The Granese sang "Kentucky Blues" and "O Sole Mio," in front of the big phonograph horn, with even more feeling and enthusiasm than is usually [illegible] on the stage. It was [illegible] vaudeville hist[illegible] the act

Songs
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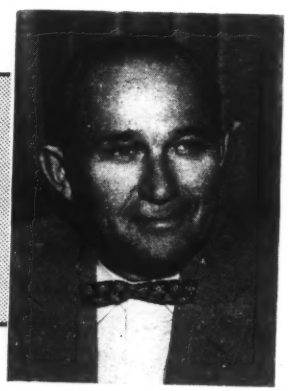
35 YEARS

WIL



5000 WATTS — DAY & NIGHT

St. Louis' Largest Independent Station

Now being represented nationally by

HEADLEY-REED COMPANY

NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
SEATTLE
PHILADELPHIA
HOLLYWOOD

L. A. Benson
President

WIL
St. Louis, Mo.

WWIL
Fort Lauderdale, Fla.

Orpheum Vaudeville

United Press, United News, Universal Service, International News and Public Ledger Service.
THE ST. LOUIS STAR
HOME EDITION
ST. LOUIS, FRIDAY, FEBRUARY
20 PAGES PRICE TWO CENTS
THOUSANDS LISTEN TO RADIO CONCERT GIVEN BY THE STAR
MRS. KIMMEL SINGS, STEINDEL PLAYS ON CELLO
Songs by Orpheum Vaudeville Actors—Addresses Made by Nelson Cunliff, Harlan Eugene Read and Dr. C. L.
Doctor Opens His Window, Neighbors Hear Radio Concert
A number of instances in which entire neighborhoods listened in on The Star's radiophone entertainment last night were reported today.
UNSEEN AUDIENCE HEARS PLAYER-PIANO SELECTIONS
Many Persons Having Receiving Sets Declare Entertainment Was Success
TOO LITTLE OF ZOO, TOO MUCH SACKS IN FILM
Board of Managers of Zoological Society Pays for Picture After Demanding That Newer Scenes of Banker Be Shown.
HE TOOK LEADING PART IN "LAND OF ETERNAL YOUTH"
Company That Produced play A
Just Why the Owl Car Was Late
Conductor Aloysius J. (Rusty) Rustige and Motorman Russell L. Delaney of the Market street owl service are accommodating, but there are limits to everything. When at 1:30 a. m. today Elmer J. Norman, 3614 Wisconsin avenue apparently in all seriousness, asked Rustige and his partner to hand their shoulders and lift their car off the tracks to let a flivver coupe pass, Rustige just slammed the door and rang the bell for straight ahead.
CITY PLANS TO CUT WAGES OF ITS MECHANICS
Charles Hartenstein, Chairman of the Efficiency Board, Says $1.25 an Hour Scale in St. Louis Is Too High.
FIVE UNDER SUSPICION IN TAYLOR CASE
District Attorney at Law Takes Charge

OF PROGRESS

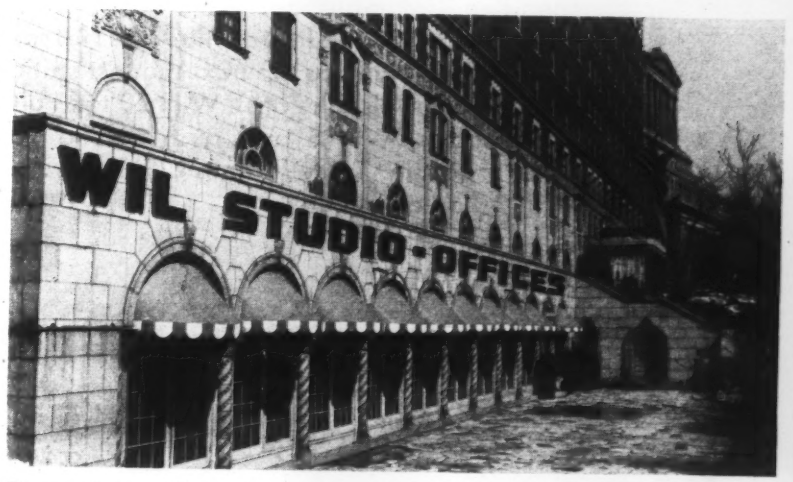
Radio Station WIL

Growing with St. Louis from a mere 50 watt station when St. Louis was a city of 700,000 inhabitants, WIL is now St. Louis' largest independent station with 5,000 watts, day and night, covering the present population of over 2¼ million people in greater St. Louis.

Radio Station WIL has contributed much to the growth of St. Louis. Thirty-five years ago WIL broke all radio records in capturing almost 100% of all radio receivers, numbering about 1,200 in St. Louis and several thousand more within the 300-mile radius reached by the radio phone of the Benwood Company, 1110 Olive Street, which cooperated with the Star in broadcasting St. Louis' first concert.

The event was a big step forward in local wireless history. It was the first elaborate radio phone entertainment to be given in the Middle West. On the program were Nelson Cuniff, director of Public Welfare, Harlan Eugene Read, Max Steindel, famous cellist with the St. Louis Symphony Orchestra, Jean and Charles Granese, feature vocalists at the Orpheum Theater of that day, Mrs. Karl Kimmel, well-known soloist, Charles Borelli, pianist, and Dr. Charles L. Klenk, radio expert. In addition, there were selections on a player piano.

Mr. L. A. Benson, founder of the corporation and now president of the Missouri Broadcasting Corp. and owner and operator of Station WWIL in Fort Lauderdale, Fla., did all the announcing and programming in addition to engineering the entire broadcast.



Present location of

MISSOURI BROADCASTING CORP.

HOTEL CORONADO 3715 Lindell Blvd. St. Louis 8, Mo.

ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners . . . twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts *push* behind your sales program. To *sell* Central Ohio . . . *buy* WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

WBNS radio
COLUMBUS, OHIO

Transistors, Portables Assure Radio's Future Growth—Sweeney

RADIO's future growth is assured with sales potentials of transistor and other portable receivers, Kevin Sweeney, president of Radio Advertising Bureau, told an audience of Chicago station people last Wednesday. About 80 representatives from 21 local stations attended the sales clinic at the Eighth St. Theatre, with WLS Chicago as host.

Delivering RAB's basic "57-30" presentation, Mr. Sweeney noted RAB will unfold its new "everybody's doing it" slide-tape presentation on national spot at the forthcoming NARTB convention and cited various advantages of radio advertising, along with case history success stories. He stressed potentials of selling to women in the period from 10 a.m. to 4 p.m.

Mr. Sweeney expressed belief that many stations use the wrong approach in utilizing male announcers to sell women on women's wear and asserted, "Tv is away ahead of us on this and we're still in the iceberg era." He delivered a similar presentation in Milwaukee Tuesday.

RAB Releases New Survey On Outdoor Usage of Radio

FIRST nationwide study of radio use and ownership during the summer months out of doors has been sent to member stations of Radio Advertising Bureau, it was announced by Sherril Taylor, RAB vice president and promotion director. The survey, titled "Radio's Half as Big as All Outdoors," is based on a sampling of 4,000 groups of people using radio at public parks, beaches and picnic grounds in the nation's top 10 markets. Actual surveying was conducted by The Pulse Inc., which followed up the contention of the National Recreation Assn. that a surprisingly high percentage of U. S. families can be found outdoors in public recreation areas.

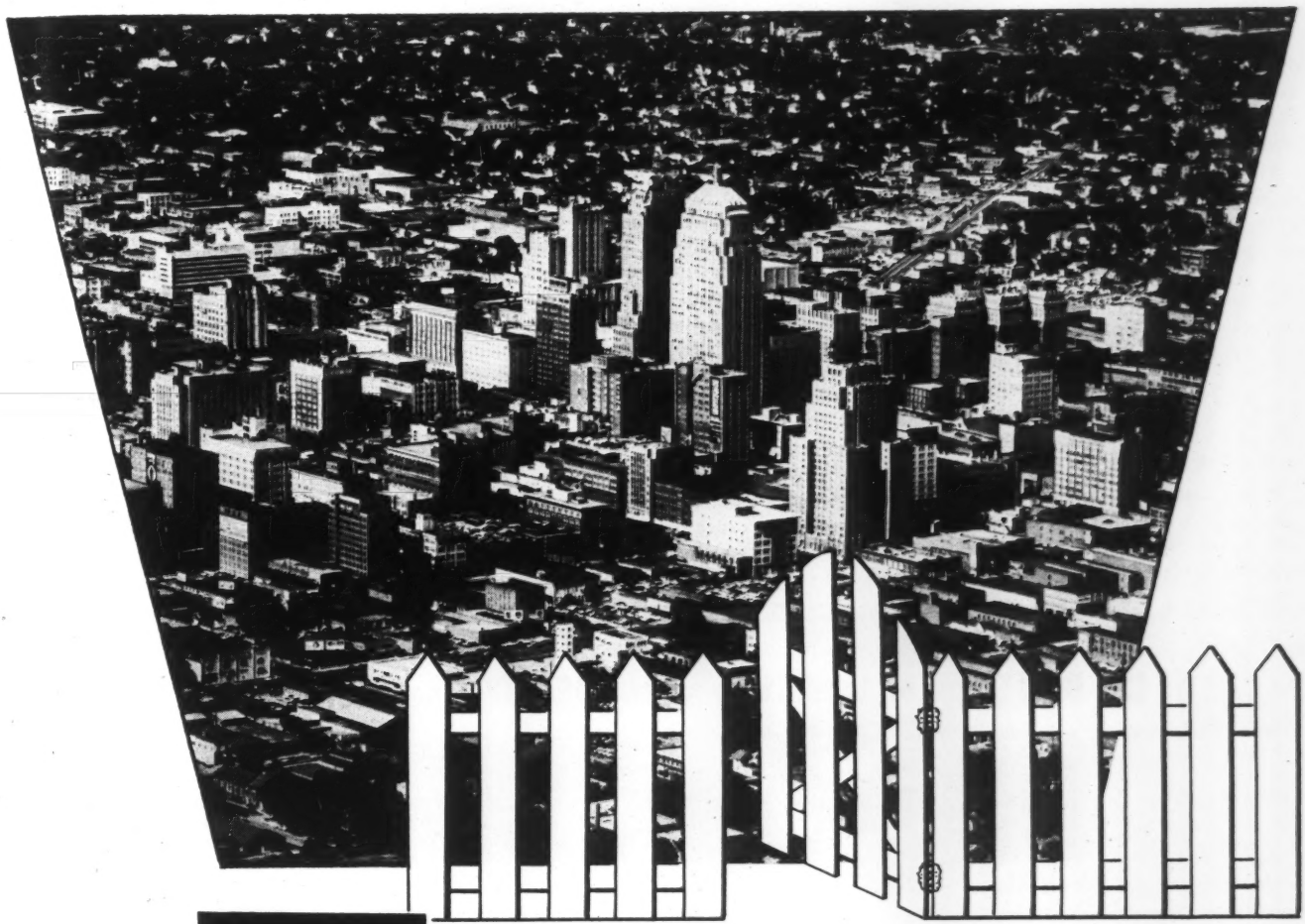
In discussing the results of this study, Mr. Taylor said ". . . we now have proof that radio sells these families *en masse*.

"For an advertiser who wants to reach Americans who play outdoors—or for an advertiser who wants to reach large numbers of people when and where it is difficult, if not impossible, for other media to penetrate—radio is a must."

N. Y. Conference Opens Tomorrow

ALL-DAY conference will be sponsored tomorrow (Tuesday) by the New York City chapter of the American Women in Radio & Television at the Savoy Plaza Hotel. The agenda includes a morning panel discussion on "Why the Boom in Radio?" by Don Durgin, vice president in charge of ABC Radio; John M. Grogan, program manager, WNEW New York; Wells H. Barnett, assistant to the president, John Blair & Co., and a representative of the Institute for Motivational Research. In the afternoon, E. A. Hungerford Jr., executive director of the Metropolitan Educational Television Assn. will address the group on "Where Is New York City's Educational Television Station?"

Oklahoma City is our Front Yard...



To completely buy the Oklahoma City market You Need KGEO's selling power . . . 100,000 watts — 1356 ft. tower. Check Channel FIVE's "availability picture" through your John E. Pearson representative.

KGEO-TV

The Center of Attraction

ENID • OKLAHOMA CITY

FULL ABC NETWORK

FCC DEINTERMIXES ANOTHER TWO

- **Fresno, Evansville may lose single vhf channels**
- **Commission votes down deintermixture of Madison**

TWO more cities were added to the deintermixture group last week when the FCC considered the second batch of proposed unmixing cases.

According to reliable reports, Commission majorities voted to delete single vhf channels in Fresno, Calif., and Evansville, Ind. A majority also voted against deintermixing Madison, Wis.

The FCC did not reach consideration of proposals to delete vhf channels in Elmira, N. Y., and Vail Mills (Albany), N. Y. These had been scheduled for determination.

In a reported four to two vote (Comr. T. A. M. Craven abstaining), it was decided to move ch. 12 from Fresno to Santa Barbara, Calif. There had been counter proposals to move the vhf frequency, now held by KFRE-TV Fresno, to Bakersfield, to Ventura, or to leave it in Fresno and use it also in Riverside.

By a tentative five to two vote it was decided to move Evansville's ch. 7 to Louisville, it was understood. It was also decided to make ch. 9 at Hatfield, Ind., a non-commercial, educationally reserved frequency. The original proposal was to switch the Evansville educational reservation from ch. 56 to ch. 7 there. WTVW (TV) Evansville operates on ch. 7.

The decision to retain ch. 3 in Madison was made on a four to three vote, it was understood. The proposal had been to switch the educational reservation from ch. 21 to ch. 3. There was also a counter proposal to move ch. 3 to Rockford, Ill.

Hope that the Commission would be able to officially announce its decisions in the initial four deintermixture cases was dashed, it was understood, when the commissioners did not receive staff documents in time to take votes on them last week. It was planned to move on these four Feb. 11, following resolution also of a legal question which arose in connection with the Springfield-St. Louis shift.

It was intended to move ch. 2 from Springfield, Ill., to St. Louis and to issue a show cause order assigning it to KTVI (TV) St. Louis (which is presently assigned ch. 36). The legal propriety of the show cause order is presently under study by the FCC's general counsel, it was understood.

Other moves which had been decided last month [B•T, Jan. 21], involved moving ch. 12 into New Orleans and to Beaumont-Port Arthur, Tex.; ch. 3 to Lake Charles or Lafayette, La.; ch. 11 to Houma, La.; moving ch. 8 from Peoria, Ill., to Rock Island, Ill., and deciding to retain ch. 3 in Hartford, Conn. (instead of moving it to the Providence, R. I., area).

WMAY-TV Springfield, Ill., holds a construction permit for ch. 2 there. It would be assigned ch. 36, from St. Louis. WWL New Orleans holds a grant for ch. 4 there, but has been forbidden to begin building until the deintermixture proceeding is concluded; it would have this restriction removed. WIRL Peoria holds the grant for ch. 8 there, but is banned from beginning construction until the deintermixture proceedings are completed. WTIC Hartford holds a cp for ch. 3 there, but is also prohibited from building.

A move by KVOL Lafayette, La., to sever from the New Orleans deintermixture proposals the question of the assignment of ch. 3 to either Lafayette or Lake Charles was denied by the FCC last week.

And on Feb. 5, Rep. Sid Simpson (R-Ill.) had reprinted in the *Congressional Record* an editorial from the *Illinois State Journal*. The editorial referred to reports that the

If the Roof Tops of those who view KJEO-TV most were painted Red....

Central California would look like this!

*From KJEO's sign-on to sign-off, Channel 47 has more first place quarter hours than any other station. At night, KJEO has more first positions than the other two stations combined . . . you get greater results for your money in Central California . . . when you invest your advertising dollars on KJEO-TV.

***June and July, 1956 ARB**

KJEO-TV CHANNEL 47

O'Neill Broadcasting Company

P. O. BOX 1708, FRESNO, CALIFORNIA

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ANTENNA HEIGHT . . . . 4400 FT. *Above the Valley Floor*

178,000 TV HOMES

Commission was proposing to move ch. 2 from Springfield to St. Louis. If these reports are true, the newspaper said, "they would mean the rawest deal ever handed down by a Federal agency affecting this community and the central Illinois area." The newspaper claimed the vhf facility was necessary because of Springfield's position as capital of Illinois.

In addition to the Elmira and Albany proposals, the FCC still has outstanding four more deintermixture proposals: (1) to move ch. 13 to Norfolk, Va., from New Bern, N. C.; to add ch. 4 to Charleston, S. C., and to move ch. 5 to Columbia, S. C.; to switch the educational reservation in Duluth, Minn.-Superior, Wis., from ch. 32 to ch. 8, and to add ch. 6 to Miami, Fla.

NATIONAL AIRLINES GETS CH. 10 MIAMI

- **FCC makes decision on vhf**
- **Last-minute petitions denied**

THE FCC last week granted ch. 10 Miami to National Airlines after denying a last-minute petition by Eastern Air Lines Inc. to intervene in the case and another petition by WKAT Inc., one of the four applicants, to enlarge the issues and reopen the record.

(For report of the FCC decision see AT DEADLINE, page 7.)

Both the Eastern and WKAT pleadings were sparked by reports that the Commission majority was in favor of granting the vhf channel to Public Service Television Inc., a subsidiary of National Airlines Inc. WKAT Miami Beach, was favored in an initial decision by an FCC hearing examiner March 30, 1955. Other applicants in the hard-fought Miami ch. 10 hearing were WCKY Cincinnati and North Dade Video Inc.

Eastern Air Lines claimed that a grant to the National Airlines subsidiary would give National an unfair competitive advantage against Eastern and Northeast Airlines Inc. in the Miami area through its ownership of a television station there.

Eastern said it would be forced to spend up to $1 million yearly in advertising to offset this purported National advantage.

Eastern stated that "this proceeding, apparently unknown to the Commission, has become a matter of most serious import to public service companies outside the broadcasting and television field." It said that if such a grant was not prohibited by the Civil Aeronautics Act, "it would certainly seem contrary to the Act."

This attitude was raised several weeks ago by Sen. A. S. Mike Monroney (D-Okla.) and others who have asked the Commission whether it has conferred with the Civil Aeronautics Board on the propriety of a grant to National Airlines. At one point, Sen. Monroney asked that the FCC defer action in the Miami case until the Senate Commerce Committee investigated this situation.

In its opposition to Eastern's petition, Public Service said there was no policy of the FCC or of the CAB which prevented an airline from owning a tv station. It said that all matters raised by Eastern had been explored during the 10-month-long hearings in 1954. It also declared that Eastern's request for standing as a party in interest was filed "exactly 1,112 days" too late.

WKAT questioned Public Service's financial qualifications in the light of statements reportedly made before the CAB by G. T. Baker, National chairman, during a CAB hearing on Northeast Airlines' request to enter the profitable New York-Miami service. Mr. Baker said, WKAT alleged, in opposition to the Northeast petition, that certification of a new competitor on this route "will ruin National Airlines."

National told the CAB, WKAT charged, that its New York-Miami run was the only service on which it realized a profit in 1954 ($6.7 million). All its other routes showed a loss of $3.3 million in 1954, WKAT said National declared. WKAT also said that National told the CAB that if Northeast received permission to enter the New York-Miami run, it (National) would stand to lose $6 to $8.5 million in revenue yearly, resulting in a net loss for National which would require subsidization by the government. This raises the question whether National is financially qualified to operate a tv station, WKAT said.

In answering the WKAT petition, National declared that Mr. Baker's statements were testimony of opinion not fact. It also pointed out that National has been granted other routes which have changed the facts upon which National opposed the Northeast certification on the New York-Miami run. National also said CAB had found that its certification of Northeast for the New York-Miami run would not jeopardize National's "self-sufficiency."

FCC TO REPORT STAFF DIRECTIVES

THE FCC will in the future make public announcement of its instructions to the staff for the preparation of decisions in important docket cases.

That announcement was issued last week—following weeks of open leaks from the Commission on its straw votes in top market tv hearing cases and bellwether deintermixture cases [B•T, Jan. 21].

The Commission's action—which follows the practice established by the Civil Aeronautics Board last summer—was unanimous except for one dissent, it was understood. This was by Comr. Rosel H. Hyde. The move to introduce this new practice was initiated by Comr. John C. Doerfer.

The announcements will relate what the instructions are, but will not indicate the vote division or the vote of individual commissioners, it was understood. Stressed was that these announcements will be a report of proposed action, and will not constitute Commission action. "The Commission reserves the right to reach a different result upon the subsequent adoption and issuance of the formal decision," the FCC said in its notice last week.

The Commission's tentative actions in a half dozen tv hearing cases and four deintermixture cases became open secrets over the last six weeks. Results of tentative decisions in key tv hearing cases became known quickly after Commission consideration. These included St. Louis ch. 11 grant to CBS; Miami ch. 10 grant to Public Service Tv Inc. (see story this page); Boston ch. 5 to WHDH Boston; Seattle ch. 7 to KIRO Seattle; Indianapolis ch. 13 to Crosley Broadcasting Corp.

First decisions in deintermixture cases included those involving moving ch. 2 from Springfield, Ill., to St. Louis; ch. 8 from Peoria, Ill., to Rock Island, Ill.; ch. 12 to New Orleans and other areas; and the decison not to remove ch. 3 from Hartford, Conn.

The CAB was faced with a similar problem when it became known before the official announcement it was certifying Northeast Airlines to fly the profitable New York-Miami route. In August last year it instituted the practice of having its tentative decisions announced immediately.

LEAVE OUR U's BE, N. Y.-PA. TV's ASK

A MOVE was under way at week's end for the establishment of a uhf "preserve" in an area of 60,000 square miles, encompassing more than 6.5 million people, in southern New York and northern Pennsylvania.

Scheduled for Feb. 14 or 15 is a meeting of all uhf operators and permit-holders in that area in Harrisburg. Pa. The meeting is tentatively scheduled to take place in Harrisburg, Pa. Invitations were sent by A. K. Redmond, WHP-TV Harrisburg; Louis J. Appell Jr., WSBA-TV York, and David M. Baltimore, WBRE-TV Wilkes-Barre.

Involved are 40 uhf allocations, of which 23 are authorized. There is only one vhf operation in the whole area—WNBF-TV Binghamton, N. Y., on ch. 12. Only one other vhf is allocated—ch. 9 at Elmira, N. Y.—subject of a deintermixture proposal expected to be decided this week.

Plan of the adherents of the "preserve" idea is to work up a major proposal for submission to the FCC which would maintain the area as a uhf stronghold for at least five years. No change in WNBF-TV's assignment is contemplated. In that time, one advocate said last week, this region could serve as a laboratory for the FCC-inspired Television Allocations Study Organization; for manufacturers to sell uhf receivers and transmitting equipment; to the networks to gain experience with primary uhf affiliates; to "Madison Avenue" on the worth of uhf outlets; to all uhf permittees in the region who would be protected from new vhfs.

The area, as tentatively delineated, runs on the north just below the Buffalo-Rochester-Syracuse-Utica-Albany-Schenectady-Troy line; on the south just above the Pitts-

The Champ Is Still Champ!

4 OF 5 TOP NIGHT-TIME SHOWS

You say that's not enough? Then how about 20 out of 35 top night-time shows? (Nov. '56, A. R. B.)

CHAMP IN THE DAY-TIME, TOO!

16 of top 25 week-day strips . . . including Buckskin Bill, whose top rating is a full 7 points above the No. 2 day-time show. If you want a breakdown. . . .

8 OF 10 TOP MORNING SHOWS

and 8 out of the top 15 afternoon shows, for a clean-sweep victory, morning and afternoon.

6 WINNERS IN 6 NATIONAL CONTESTS

WAFB-TV is tops in merchandising, too. Four firsts, one second, and one "top four" in these shows; 1956-57 "Frank Leahy Show" . . . "The Millionaire" . . . "Screen Gems Programs" . . . "Lucy Show" . . . 1956 Billboard Promotion . . . 1955-56 "Frank Leahy Show" . . . six more reasons for you to sell more in Baton Rouge on WAFB-TV.

WAFB-TV

CBS ABC

Reps: Blair Television Associates

First in TV in Baton Rouge

burgh-Altoona-York-Lancaster-Philadelphia line; on the west inside the Erie-Pittsburgh axis, and on the east, just inside the Albany-New York-Philadelphia line.

It includes authorized stations in (from east to west) Binghamton, Wilkes-Barre, Scranton, Hazelton, Allentown-Bethlehem-Easton, Reading, Lebanon, Harrisburg, Sunbury, Williamsport, Elmira and Ithaca.

Mid-Continent Questions Sale Of 50% of WSMB to Radio Hawaii

MID-CONTINENT Broadcasting Co., operator of WTIX in New Orleans and other stations, has raised questions with the FCC about the $90,000 sale of 50% of WSMB New Orleans to Radio Hawaii Inc., now awaiting Commission approval [B•T, Jan. 21]. In a letter Mid-Continent describes an apparently new program of give-away promotions at WSMB, questioning whether such a "pattern of operation" would be in the public interest and whether an unauthorized assumption of operational control has taken place. Presence at WSMB of the national program director of Founders Corp., parent firm of Radio Hawaii, confirms this, Mid-Continent says.

Todd Storz, Mid-Continent president, discontinued give-away promotions on his stations after the Commission questioned their propriety at the time of Mid-Continent's purchase of WQAM-AM-FM Miami, Fla. [B•T. Aug. 6, 1956]. Other Mid-Continent stations are WDGY Minneapolis, KOWH Omaha and WHB Kansas City, Founders Corp., owns KPOA Honolulu; WTAC Flint, Mich.; WFBL Syracuse, and 50% of KTVR (TV) Denver.

Storer's Boston Plans Clear Airspace Hurdle

STORER Broadcasting Co.'s purchase of ch. 9 WMUR-TV Manchester, N. H.—and the move of that station nearer Boston—were one step closer to final FCC consideration last week when the Washington Airspace Panel of the Air Coordinating Committee approved a 1,049 ft. above ground antenna near Georgetown, Mass.

The station had asked for permission to put up a 1,135 ft. high tower-antenna at the Massachusetts site (16 miles north of Boston and 32 miles southeast of Manchester,) but because of the establishment of a new radio beacon facility at Beverly Airport, nearby, the ACC panel recommended the tower be reduced 86 ft.

The amended application, with the ACC approval, was discussed at the FCC last Thursday and on Friday Storer and WMUR-TV received an inquiry from the Commission asking for further details regarding shadow areas between the prospective transmitter site and the city of Manchester. It is believed that the Commission will resume its consideration of this application early this week upon receipt of an answer.

Last week, the Committee for New Hampsire Television filed a petition with the FCC asking that the Commission not act on the WMUR-TV sale because the local group was planning to either make an offer to buy

WOAI 50,000 WATTS – CLEAR CHANNEL

San Antonio

WOAI-TV CHANNEL 4

Date February 1, 1957

To All Salesmen

From J.G.

Re Latest TV ARB

We've got a good story here -- our minute spot carriers have average of 13.4 to opposition's 6.4 -- Our nighttime non-network shows have 7 of first 10 -- We're way out in front in local news; our average 19.8 against 11.6. Daytime we lead in 28-1/4 hr. strips to 16 for opposition. Our Saturday Nite Movie after spotting 15 min. head start did a 15.9 vs 6.2. Now that we have MGM first runs across the board beginning 10:30, and the entire Warner Bros. library for Afternoon and Family Movietime -- all availabilities should move fast.

60¼ hours daytime

12 15 minute programs

our exclusive weather + sports show got a 12.8 average

28.0 average

live minutes in all movies

Get out and sell them. Your clients need the business.

NBC AFFILIATE *Represented Nationally by EDWARD PETRY and COMPANY INC.*

the ch. 9 facilities or apply for the same facilities at renewal time.

Storer is paying $850,000 for the New Hampshire vhf station, contingent on FCC approval of its move nearer Boston.

In a corollary transaction, Storer has agreed to sell its WAGA-AM-FM-TV Atlanta, Ga., to the Washington Post Co. for $6.5 million. This has a Feb. 15 deadline.

FCC Receives Applications For Three New Tv Stations

APPLICATIONS have been filed with the FCC for new tv stations to operate on ch. 9 in Ogden, Utah; ch. 10 in Elko, Nev., and ch. 23 in Decatur, Ill.

Granite District Radio Broadcasting Co., which operates KNAK Salt Lake City and KBLI Blackfoot, Idaho, is seeking the Ogden channel with a power of 1.7 kw and antenna minus 301 ft. above average terrain. Estimated construction costs were $78,280 with first year operating costs of $126,000. Principal owners of Granite District are Howard (president) and Lucille Johnson and Lawrence and Julie Miner.

Ch. 10 Elko was requested by Nevada Radio-Tv Inc., proposing 3.02 kw power, antenna minus 430 ft. above average terrain, $75,500 for construction and $150,000 first year operating costs. Donald W. Reynolds, president-75% owner of the applicant, also is president-principal owner of KFSA-AM-TV Ft. Smith, Ark.; KHBC Okmulgee, Okla.; KBRS Springdale, Ark., and KLRJ-TV Henderson, KOLO-AM-TV Reno, and KORK Las Vegas, all Nevada. He also has newspaper interests in Ft. Smith, Okmulgee, Las Vegas and Bartlesville, Okla. Vice President-25% owner Albert E. Cahlan is vice president-general manager and minority stockholder of KLRJ-TV. He also is an officer director of the other Reynolds stations but holds no stock.

Keith Moyer applied for the uhf in Decatur and asked for a waiver of the Commission rule requiring location of a station's main studios within the assigned cities' city limits to permit a combination studio-transmitter site 2.6 miles south of Decatur. He proposed a power of 20.9 kw, antenna 359 ft. above average terrain, $89,010 for construction and $96,000 first year operation costs. Mr. Moyer is president-60% owner of WTIM Taylorville, Ill.; 75% owner of WMMA Miami, Fla.; 55% of WBBA Pittsfield, Ill., and 51% of WTAY Robinson, Ill. He has sold his interests in WBBA and WTAY, subject to FCC approval.

POLL CRITICIZED IN WGMS CASE

CAN a radio research firm refuse to reveal the identities of respondents to a survey introduced as evidence in an FCC hearing?

This question was heatedly argued in Washington last week.

At stake was the confidential status of questionnaires listing the names, addresses and telephone numbers of persons queried in a survey of radio listening in metropolitan Washington.

Also at stake was whether or not a survey should be admitted into the record of an FCC hearing case and, as one witness put it off the record, the entire future of public opinion surveys.

These were the issues facing Hearing Examiner Herbert Sharfman last week in four days of testimony during which the purpose of the hearing was relegated to a very minor role at times. Tempers became frayed, charges and counter charges were thrown back and forth—and one witness in a moment of extreme anger, invited a counsel in the proceedings to "step outside."

All but forgotten during the examinations, cross-examinations and re-examinations of witnesses was the fact that the hearing was being held on the protested sale of WGMS-AM-FM Washington for $400,000 by Good Music Stations Inc. to RKO Teleradio Pictures Inc. Minority WGMS stockholder Lawrence M. C. Smith had protested the sale, objecting to certain provisions of the sale contract and also trying to keep the stations as good music outlets.

The delicate issue—which involved the "integrity of the polling profession"—arose when counsel for RKO requested, for purposes of cross-examination, the filled-out questionaires including identification of respondents. On the witness stand at the time was Dr. Arthur L. Greenberg, research director for Sidney Hollander Assoc., Baltimore, who supervised the survey in question.

Dr. Greenberg said the request had far-reaching connotations to the entire industry of poll taking and refused to answer the request until consulting other leaders in the industry. On returning to the stand the following day (Wednesday), Dr. Greenberg said that other pollsters agreed unanimously that such a request could not be granted because respondents were promised that their identity would be kept confidential.

The counsel's request for the questionnaires was later withdrawn but charges as to the validity of the survey and request that it should not be admitted in the record were kept intact. Questions raised as to the validity of the survey concerned doubt of counsel that respondents were properly able to identify classical or semi-classical music, method of conducting the survey, certain findings and conclusions of same, and that questions were slanted in such a way as to get the results sought.

Hollander was commissioned to conduct the poll by Garland Jackson, organizer of the Friends of Good Music Inc., Washington organization which sought unsuccessfully to intervene and be made a party in the proceedings. The survey was taken Jan. 29, 30 and 31 and was conducted by telephone with 500 respondents. In answer to charges that Mr. Smith was actually the motivating force behind the formation of Friends for Good Music, Mr. Jackson stated that the group was formed and support was solicited through ads in Washington newspapers through the initiative of only himself and his wife. Mr. Jackson is in the organization department of AFL-CIO and is a former newspaperman.

Testifying on the accuracy and validity of the survey and the sample used were Dr. Louis H. Bean, economic consultant, statistician and authority on poll taking, and Dr. Robert T. Bower, director of the Bureau of Social Science Research, Washington.

Ruled out earlier by the examiner was testimony on and efforts to include in the record a survey taken for WWDC-AM-FM Washington by Pulse Inc. on fm listening in the Washington area. Mr. Sharfman ruled against admitting the survey because certain facts as to how the poll was conducted were not available.

Following a recommendation by the Broadcast Bureau that the Hollander survey and testimony regarding same be included in the record of the proceedings, the examiner ruled to that effect. However, in admitting the poll, he questioned the scientific accuracy of such a survey, "if the term scientific is applicable to the field of surveys," and also felt that there was nothing to indicate that respondents knew the definition of classical or semi-classical music.

The record was kept open only for examination by the Broadcast Bureau of engineering data and certain other minor stipulations by counsel. Mr. Sharfman directed all parties to file proposed findings by March 21.

Mr. Smith also had an appeal of the sale before a Wilmington, Del., court which two weeks ago ruled against Mr. Smith and dismissed his complaint [B•T, Feb. 4]. Mr. Smith indicated last Thursday that he planned an appeal of the decision handed down by Chancellor Collins J. Seitz.

Rochester Am Approved Again In Examiner's Initial Decision

FCC Hearing Examiner Herbert Sharfman last week issued his second initial decision favoring the grant of a new am station to Rochester Broadcasting Co. in Rochester, Minn. The proposed station, owned by Victor J. and Nicholas Tedesco, would operate on 1270 kc with 500 w daytime. The Tedescos also own KCUE Red Wing, Minn., and majority interests in WISK South St. Paul, Minn., and WCOW Sparta, Wis.

In his first decision [B•T, Sept. 3, 1956], Mr. Sharfman ruled that a new service for Rochester would outweigh any interference (approximately 1% of population) which admittedly would be caused to WTCN Minneapolis and KCUE. Following this decision, the Commission ordered the record reopened to hear WTCN charges that the new

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KXLY makes news with "News-a-Rama"

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KXLY's unusual new reporting service, which brings on-the-spot "break-in" news coverage throughout the day to Spokane's huge Inland Empire market, has become the most copied radio feature ever to hit this bustling Northwest community.

Within a few short weeks News-a-Rama's remote coverage of every sort of local spot and feature news captured the imagination of the community and boosted KXLY's popularity to an all-time high.

KXLY long has been the low-cost-per-thousand station among the big three in this 7-station market . . . Now comes another extra bonus when you buy the pace-setter station.

KXLY radio 920

5000 WATTS CBS KILOCYCLES

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Rochester outlet would give the Tedescos concentration of control and to determine the overlap, if any, between the services of the new station and KCUE. The examiner found that the question of overlap was not a deciding factor because Rochester and Red Wing are in entirely different trade areas and that there would be no concentration of control.

Also in an initial decision issued last week, Examiner H. Gifford Irion favored the applications of WHIL Medford, Mass., for an increase in power from 1 kw to 5 kw daytime on 1430 kc, and Windham Broadcasting Co. for a new am on 1400 kc, 250 w unlimited in Willimantic, Conn.

The applications had been involved in comparative hearing with that of Robert A. Mensel for 1430 kc, 500 w daytime in Willimantic. However, on the final day of hearings last December, counsel for Mr. Mensel announced that his client had entered into an agreement with the other two applicants and would no longer prosecute his application. Mr. Mensel was paid $3,148 by WHIL and $2,179 by Windham for out-of-pocket expenses.

The examiner ruled that Mr. Mensel's withdrawal made comparative findings unnecessary and that the need for the new services would outweigh any slight interference which would occur with other stations. Windham principals also own WPCT Putnam, Conn.

THREE TV SALES PASS FCC MUSTER

THREE television sales—those of ch. 19 WMGT (TV) Adams, Mass.; ch. 36 WRAK-TV Williamsport, Pa., and ch. 7 KOAT-TV Albuquerque, N. M.—were among station transactions approved by the FCC last week. The $142,001 transfer of KVOR Colorado Springs, Colo., also was sanctioned.

In approving the $379,206 sale of WMGT to the Hudson Valley Broadcasting Co. for satellite use, the Commission waived overlap requirements of its multiple ownership rule. This is in line with established policy on satellites [B•T, Aug. 9, 1954]. However, Comr. Robert T. Bartley voted for a McFarland letter.

WMGT will operate as the second satellite of ch. 42 WCDA (TV) Albany, N. Y. The other is ch. 29 WCDB (TV) Hagaman, N. Y. Hudson Valley, also licensee of WROW Albany, is owned by radio-tv commentator Lowell Thomas, his business manager, Frank M. Smith, and others.

Before leaving the air nearly a year ago [B•T, March 5, 1956] because of wind damage, WMGT was affiliated with ABC, using 115 kw visual power. Seller is Greylock Broadcasting Co., which operates WBRK Adams.

The construction permit for WRAK-TV, along with licenses of WRAK-AM-FM Williamsport, goes from WRAK Inc. to WGAL Inc. (J. Hale and John Steinman interests) for $125,000. Comrs. Bartley, Robert E. Lee and Richard A. Mack dissented. The Steinmans own ch. 8 WGAL-TV Lancaster and WGAL-A M-F M, W E S T-A M-F M Easton, ch. 51 WLEV-TV Bethlehem,

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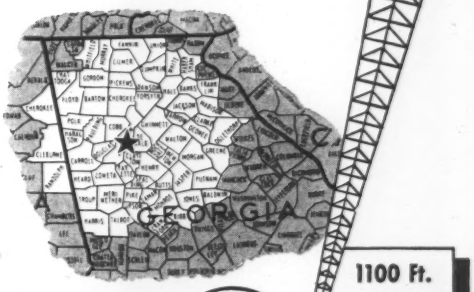

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WORK York, WKBO Harrisburg and WRAW Reading, all Pa., and WDEL-AM-FM Wilmington, Del.

Sale of KOAT-TV by Walter J. Stiles and associates to Clinton D. McKinnon (San Diego and Coronado, Calif., weeklies) involves about $718,500, including sale price and obligations to be assumed. The new owner is 25% stockholder in KVOA-AM-TV (ch. 4) Tucson, Ariz., and at one time owned KCBQ San Diego. KOAT-TV is an ABC affiliate and uses 87.1 kw visual power.

Approved as new owners of KVOR are one-third partners Charles Dunbar, sales manager of WERE Cleveland, Ohio; James Dudley, free lance announcer, and George Furth, Berne, Ind., furniture sales representative. They are buying from Riggs & Greene Inc. KVOR is affiliated with CBS and operates on 1300 kc with 1 kw.

WJPB-TV Files $100,000 Suit Against Television Cable Corp.

WJPB-TV FAIRMONT, W. Va. (ch. 35), has filed a $100,000 damage suit in circuit court there against Fairmont Television Cable Corp., a community antenna system operating in that locality, charging the antenna system agreed to carry the WJPB-TV signal on its facilities, then discontinued the service.

J. Patrick Beacom, WJPB-TV president-general manager, told B•T the community antenna firm agreed to carry WJPB-TV programs, did so for two days, then discontinued the station's signal, causing the public and advertisers to consider uhf WJPB-TV inferior to vhf.

He said that although WJPB-TV has been dark, it is returning to the air under a modified permit pending action on filing of the station's application for ch. 5 Weston, W. Va., near the end of this month.

Mr. Beacom said he feels no community antenna system should be allowed a franchise, unregulated by the state or the FCC, unless it is required to carry the signal of the local station.

Bill Would Raise Campaign Funds

BOOST in the legal amount national political committees may spend in presidential election years from the present $3 million to $12 million-plus is proposed in a bill (HR 4146) introduced last week by Rep. Stewart L. Udall (D-Ariz.).

U.S., MEXICO COME TO TERMS

DETAILS of the agreement signed by the United States and Mexico governing the use of standard broadcast frequencies [B•T, Feb. 4] were made public last week.

The 5-year treaty was submitted to the Senate Foreign Relations Committee by the State Dept. immediately after an official copy was brought back from Mexico City by FCC Comr. Rosel H. Hyde. Comr. Hyde was chairman of the U. S. delegation which thrashed out the terms of the agreement at meetings in Mexico City and Washington during the last two years. He signed it in Mexico City two weeks ago.

The treaty does not go into effect until it is ratified by both countries. Still awaiting U. S. ratification is the 1950 North American Regional Broadcasting Agreement (NARBA) which was signed by the U. S., Canada, Cuba, Dominican Republic and Jamaica. It was not signed by Mexico and Haiti. The 1950 NARBA supersedes the 1937 NARBA which ran to 1946 and which was extended by executive agreement to 1949.

The U. S.-Mexico treaty does not make any significant changes in present allocations in both countries. Highlights of provisions which revise existing practices:

● Mexico is afforded Class 1-A protection on 540 kc. This frequency is a Canadian Class 1-A frequency under the 1950 NARBA, which provides that U. S. stations on this wavelength are restricted to 5 uv/m groundwave daytime and not over 25 uv/m 10% skywave nighttime at the border. The U. S. is also prohibited from assigning any nighttime station on this frequency closer than 650 miles from the Canadian border.

In the U. S.-Mexico agreement, the border daytime groundwave is set at 10 uv/m and the nighttime, 10% skywave at 50 uv/m. The U. S. also agreed not to place any nighttime station on 540 kc within the area bounded on the north by 35°N latitude and on the east by 93°W longitude and none at all south of 30°N latitude. This encompasses the southwestern areas of the U. S., plus the southern portions of Louisiana and Florida.

KFMB San Diego, now on 540 kc, will be required, it is understood, to move back to 550 kc.

● Although the U. S. was unsuccessful in persuading Mexico to permit more nighttime use of Mexican clear channels in the U. S., the two countries agreed to lift the present power limitations on daytime use of such wavelengths from 1 kw to 5 kw, with restrictions on certain frequencies. These limit daytime powers to 1 kw on (1) 800 kc less than 820 miles from Ciudad Juarez, Chihuahua; (2) 1050 kc, less than 620 miles from Monterrey, Nuevo Leon, and (3) 1570 kc, less than 620 miles from Ciudad Acuna, Coahuila.

Exceptions permit continued use of Mexican clears at night on 1050 kc in New York (WMGM), on 1220 kc in Cleveland (WGAR), on 730 kc in Santurce, P.R. (WIAC, now on 740 kc but due to be moved to 730 kc), on 800 kc in Juneau, Alaska (KABI) and on 900 kc in Fairbanks, Alaska (KFRB).

This means that KFQD Anchorage, Alaska, on 730 kc, must move.

● Under the 1937 NARBA treaty, 1030 kc was a U. S. Class 1-B frequency; under the 1950 NARBA convention, this was made a U. S. Class 1-A. In the U. S.-Mexico treaty, Mexico also agreed to this. This means that even if the U. S. were to change the classification of 1030 kc, it still would be protected by Mexico as a Class 1-A channel (Cuba has more than a dozen stations on this frequency). WBZ Boston is the dominant station on 1030 kc.

● The 1950 NARBA treaty limits powers of U. S. regional stations to 5 kw; the Mexican agreement permits 25 kw, but not less than 62 miles from the border. However, the treaty provides the same interference protection to co-channel and adjacent channel stations as in existence now. This varies in case to case. In essence, this means Mexican regionals can go up to 25 kw in power, but U. S. regionals are still limited to 5 kw under NARBA terms. But Mexican stations must still maintain interference protection to U. S. stations.

Power Is Increased

● Present power limitations on focal frequencies restrict stations to 250 w. The Mexican agreement permits stations not less than about 90 miles from the border to use 1 kw daytime and 500 w nighttime. Stations not less than about 60 miles of the border but not more than about 90 miles may use 1 kw daytime, but only 250 w at night. Stations less than about 60 miles from the border must be limited to 250 w day and night.

However, since the U. S. is bound by the NARBA agreement, these privileges extend only to Mexican stations. They must still give groundwave protection to co-channel and adjacent channel U. S. stations (500 uv/m).

● Under the 1937 NARBA agreement, Class IV stations on regional channels received no protection from regional stations. The 1950 NARBA provided that varying degrees of protection be afforded to these outlets. The U. S. practice is not to allow this protection. In the agreement with Mexico the U. S. position was adopted.

There are 12 U. S. Class IV stations on regional frequencies. They are:

WMAM Marinette, Wis. (570 kc); WKPA New Kensington, Pa. (1150 kc); WMRO Aurora, Ill. (1280 kc); WJLK Asbury Park, N. J. (1310 kc); WCAM Camden, N. J. (1310 kc); KBUD Athens, Tex. (1410 kc); KTJS Hobart, Okla. (1420 kc); WCOJ Coatesville, Pa. (1420 kc); KFYN Bonham, Tex. (1420 kc); KVLH Pauls Valley, Okla. (1470 kc); KCNY San Marcos, Tex. (1470 kc); KTIL Tillamook, Ore. (1590 kc).

● A technical change in the U. S.-Mexican agreement provided that interference protection to stations, which under U. S. practice is 50% of the RSS factor, may in

Here we go again

WMT-TV

CBS Television
for Eastern Iowa
National Reps:
The Katz Agency

the future be changed so that a new station may not put an interfering signal into the coverage area of an existing station which is greater than 70% of the signal strength of the highest signal already interfering with the existing station.

● In a special arrangement, Mexico agreed to treat 1560 kc as a Class 1-B channel, in accordance with the 1950 NARBA treaty. In the 1937 NARBA agreement this was considered a Class II frequency. In return Mexico will be permitted to use clear channels 690 kc at Tijuana, B. C. (XEAC) and 850 kc at Orizaba, V. C. (for a new station). KOA Denver, on 850 kc will, however, be protected on its 850 kc assignment.

COMMUNICATIONS ACT AIRING SET

A SPECIAL subcommittee of the House Interstate & Foreign Commerce Committee will hold hearings during the first session of the 85th Congress to investigate the "administration" of the Communications Act and laws creating several other federal agencies.

This was revealed last week during House floor debate before approval of H Res 99, which authorizes the parent committee to conduct investigations. Committee Chairman Oren Harris (D-Ark.) said he will announce members of the subcommittee within a few days.

The matter was brought up by House Speaker Sam Rayburn (D-Tex.), who, in commenting on the resolution, said, "I trust the gentleman will set up a subcommittee, and I think under the broad authority of this resolution he has that authority, to go into the administration of each and every one of these laws to see whether or not the law as we intended it is being carried out or whether a great many of these laws are being repealed or revamped by those who administer them."

Speaker Rayburn and other Democrats, in both the Senate and House, criticized the FCC and other federal regulatory agencies during the 84th Congress, charging among other things that the Eisenhower Administration has appointed chairmen and members of the agencies who respond to White House influence in their decisions and interpretations made under the laws creating the agencies, intentionally or otherwise usurping the powers given the agencies as arms of Congress.

In the floor debate Tuesday, Chairman Harris told Speaker Rayburn that in a closed session of the committee that morning "this particular subject was discussed on the basis that the reorganization act of 1946 directs each committee to keep watch over the agencies of the government as to the administration of the law. We discussed the setting up of a committee for such purpose."

Committee Clerk Elton Layton, questioned on the proposed subcommittee's activities, said he didn't know how far the unit would go because its jurisdiction had not been outlined. He indicated he thought the subcommittee would merely free the parent committee for a busy schedule of hearings on other subjects, and that the special subcommittee would take over the work of the parent committee in its customary hearings of federal agencies in each Congress on their legislative and other problems.

Mr. Layton said he didn't know when the subcommittee would be appointed or when its hearings would start. The House Commerce Committee has yet to name its standing subcommittees. The parent committee was voted $100,000 by the House Thursday for its investigations this year.

Other Democrats who have charged that the White House has usurped from Congress some of the congressional powers over independent federal agencies have been Democratic members of the House Small Business Committee, including Chairman Wright Patman (D-Tex.) and Rep. Joe L. Evins (D-Tenn.), chairman of its Evins Subcommittee; Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee, and former Sen. Herbert Lehman (D-N. Y.).

FTC Nominee Passes Committee

THE nomination of Edward T. Tait as a member of the Federal Trade Commission was reported favorably Thursday by the Senate Commerce Committee. Mr. Tait, a Republican, received a recess appointment to the FTC Sept. 26.

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There are all kinds, but if your product has been taking a beating — if you need **merchandising experience** in Southern California, here's the answer.

KTTV's Smash Plan isn't for sale. Now beginning its **fifth** year, it's available as a special bonus to **KTTV advertisers only.**

The hub of the Smash Plan is STAR SHOPPERS, a week-day morning feature which has taken Bill Welsh and the KTTV remote crew into nearly **1000 supermarkets** since the show began.

Behind the scenes, a team of **full-time merchandising specialists** set up special displays, decorate stores, secure newspaper tie-in ads and get prominent showing and shelf space for KTTV-advertised products.

With four years of the Smash Plan, plus its new FUNMOBILE Plan,* KTTV has learned the complex facts of supermarket retailing in the sprawling, billion dollar Southern California market.

KTTV is the exclusive choice of more food advertisers than any other station in Southern California.**

You see, Southern California is different, and the difference is KTTV.

KTTV
Los Angeles Times-MGM Television
Represented nationally by BLAIR-TV

* JUST ACCOST ANY BLAIR-TV MAN WITH, "FUNMOBILE?! WHAT'S THAT?"
**SOURCE: B.A.R., NOV., 1956

FCC HAS NO VOICE IN ANTITRUST, STAFF TELLS HOUSE COMMITTEE

THE doctrine of primary jurisdiction in antitrust law enforcement between the courts and federal regulatory agencies "probably is inapplicable" to the Federal Communications Act.

This is the conclusion reached in a "staff report" made last week to the House Antitrust Subcommittee. The document said the primary jurisdiction rule probably does not apply to the Federal Communications Act because the FCC "manifestly lacks the power to 'sanction' violations of the Sherman Act and has no statutory authority to regulate the networks as such."

The subcommittee held hearings in the 84th Congress at which the FCC was questioned about whether its approval of the Westinghouse Broadcasting Co.-NBC radio-tv stations exchange in Cleveland and Philadelphia would prejudice possible antitrust action by the Justice Dept. Justice later brought a civil antitrust suit against RCA-NBC [B•T, Dec. 10, 1956].

Members of the subcommittee staff are Herbert N. Maletz, chief counsel; Kenneth R. Harkins, co-counsel; Samuel R. Pierce Jr., associate counsel; and Leonard Appel, Julian H. Singman and Herbert Fuchs, assistant counsel.

No Like Provision

Whereas consolidations and mergers of telephone and telegraph companies must be approved by the FCC and such approval exempts these transactions from operations of the antitrust laws, there is no comparable provision authorizing the FCC to provide antitrust exemptions in mergers or other activities of radio broadcasters, the report said, adding that, on the contrary, Congress indicated its intention to strengthen application by the courts of antitrust laws to the broadcasting field by Sec. 313 of the Act. The section makes all antitrust laws applicable to broadcasting and authorizes courts to revoke the licenses of those found guilty of antitrust violations. Moreover, Sec. 311 directs the FCC to deny a license to licensees whose licenses have been revoked under Sec. 313, the report added.

Although there have been no decisions applying primary jurisdiction in the communications industry, the report said, "disturbing language does appear" in the 1948 case of Federal Broadcasting System *v.* ABC, in which the Court of Appeals for the Second Circuit affirmed a federal court's denial of preliminary injunction to Federal. Federal charged four radio networks with violating antitrust laws by linking important national advertisers and stations by mutually exclusive contracts, using the resulting powers to dictate the price of station charges and excluding Federal from the network advertising market.

What disturbed the subcommittee staff, the report said, was Appeals Court Judge Augustus N. Hand's opinion that ". . . after protracted hearings and consideration not only of the general public interest but of the Sherman Antitrust Act [the FCC] has specifically sanctioned many of the important terms of the affiliation contracts at present in use and the defendants have given reasonable grounds for denying their exclusiveness or illegality."

This passage, the staff report said, "misconceives" both the power and intent of the FCC in promulgating its Chain Broadcast Regulations, since the FCC not only lacks statutory power to condone violations by networks but "apparently had no intention to sanction such acts."

The FCC says in the regulations that prohibitions of the Sherman Act apply to broadcasting and that the Commission was "not charged with the duty of enforcing that law," and the Supreme Court has quoted these views with approval, the report said, adding that the regulations operate only upon individual broadcast stations.

Although the attorney general, at FCC's suggestion, filed a brief amicus supporting Federal's petition to the Supreme Court for certiorari, and although certiorari was denied, this cannot be taken—particularly in view of the discretionary powers given courts in preliminary injunction remedies—as approval of Judge Hand's statement, the staff report declared.

The report acknowledged specific primary jurisdiction application under the Shipping, Interstate Commerce, Civil Aeronautics, Federal Power and Natural Gas Acts.

While acknowledging some advantages of the primary jurisdiction rule, the staff commented that it has been applied by courts in a manner not required by judicial convenience or by congressional intent, such application tending to undermine enforcement of antitrust policies in regulated industries.

Kobak Files to Sell WTWA Stock

EDGAR KOBAK, New York City radio-tv consultant and former president of Mutual Broadcasting System, has filed with the FCC to sell part of his majority share in WTWA Thomson, Ga., to Frank H. Hash, general manager of the station. With Commission approval, Mr. Kobak will sell Mr. Hash, who already owns 40%, an additional 15.2% for $3,800. Mr. Kobak will retain 36.8%. Mr. Hash and Mr. Kobak are partners in two Georgia weekly newspapers.

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December 1956

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channel 9

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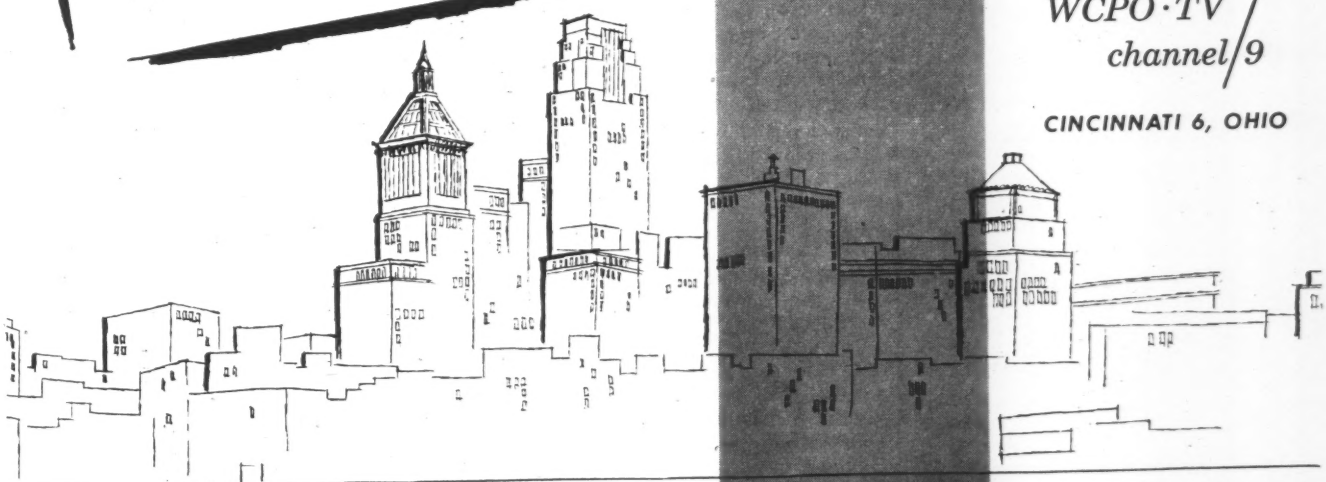

NATIONAL REPRESENTATIVES BLAIR · TV

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MOST MICROWAVE COMMENTS CON

DON'T change broadcast assignments in the bands above 890 mc, broadcasters asked the FCC in comments filed last week on the Commission's proposals to study allocations in the microwave frequencies.

And, said several broadcasters, there might be need for additional assignments for television.

The comments by broadcasters were filed along with more than 100 pleadings and appearances from non-broadcast users in answer to an announcement last November by the FCC that it intended to look into the utilization of frequencies above 890 mc (the highest tv channel is ch. 83 [884-890 mc]).

Reply comments in this proceeding (Docket 11866) are due Feb. 19.

A hearing on the use of the microwave frequencies is scheduled to begin before the FCC on April 1.

Assignments for tv remote pickup and studio-transmitter links are presently allocated in the 2,000 mc, 7,000 mc, 10,500 mc and 13,000 mc bands.

Highlights of broadcaster and other comments were as follows:

NBC suggested that there might be need for additional assignments for remote tv pickups in major origination centers like New York, Chicago, Los Angeles, Washington. Television stations in such markets, NBC said, could really use two or more auxiliary stations for back-to-back remotes.

The seven channels for tv pickups and the three for common-carrier use for tv pickups in the 7,000 mc band are inadequate, NBC said. Other pickup assignments should be maintained, NBC said, although several in other bands are subject to industrial-scientific-medical interference.

ABC foresaw the increased use of microwaves for tv usage in the mounting use of mobile units and tv stations. It already operates two remote pickup stations in conjunction with its New York, Chicago and Detroit stations, ABC pointed out; and one with its Los Angeles and San Francisco outlets. For its Los Angeles station, ABC said, it uses two STL stations to connnect with its Mt. Wilson transmitter.

ABC declared its opposition to any limitation on the use of microwaves by tv stations. The FCC had raised the question whether such usage should not be dependent on the availability of common carrier facilities. This point was iterated and reiterated by many of the tv stations filing comments in this proceeding.

NARTB declared that it was undertaking a questionnaire of all tv stations on their use of microwaves and would present this information at the hearing. The analysis will indicate the number of frequencies now used for studio-transmitter links; tv pickup, intercity relays, plans for future use of such channels, cost of present and proposed facilities; availability of common carrier facilities and the cost of common carrier facilities compared to equivalent privately owned systems.

Adler Electronics Inc., New Rochelle, N. Y., urged the Commission to make additional assignments for tv relay purposes. It suggested 10 such relay channels, each 6 mc in bandwidth, somewhere in the 960-1215 mc area. They would not only serve tv stations, Adler said, but also closed-circuit systems; community tv systems and translators.

WSB-TV Atlanta, Ga., told the Commission that it was planning to replace all common carrier links between its studio and transmitter with its own facilities. These are more economical, it said.

KTNT-TV Seattle-Tacoma, Wash., declared that the needs in the Pacific Northwest cannot be satisfied with common carrier facilities. Common carrier charge for an STL is $1,200 per month, KTNT-TV said; that is what it would cost to build its own facilities.

Other tv stations submitting comments included KOVR (TV) Stockton, Calif.; WSYR-TV Syracuse, N. Y.; WYCB-TV Bristol, Va.; WJIM-TV Lansing, Mich.; WDSM-TV Superior, Wis.; WEEK-TV Peoria, Ill.; WKOW-TV Madison, Wis.; WSJS-TV Winston-Salem, N. C.; WCCO-TV Minneapolis, Minn.; WMTW (TV) Poland Springs, Maine; KCCC-TV Sacramento, Calif.; WABT-TV Birmingham, Ala., and KBMB-TV Bismarck, N. D.

Still another new industry in LaGrange . . .

INTERNATIONAL LATEX

opening soon . . .

More people . . . larger payroll . . . bigger audience for your message

via

WLAG

LaGrange, Georgia

NATIONAL REPS;
Indie Sales
Dora-Clayton Agency

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56); Casper, Wyo., ch. 6.

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 3

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56).

IN HEARING 7

Beaumont-Port Arthur Tex., ch. 4; Sheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; McKeesport-Pittsburgh, Pa., ch. 4; Beaumont, Tex., ch. 6.

IN COURT 7

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 10; Fresno, Calif., ch. 12; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 12 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

KAUS-KMMT (TV) Sale Filed for FCC Approval

REQUEST for FCC approval of the sale of KAUS-KMMT (TV) Austin, Minn., to Black Hawk Broadcasting Co. (KWWL-AM-TV Waterloo, Iowa) was filed with the Commission last week. KWWL-AM-TV is purchasing the stations for $41,000 plus the assumption of approximately $150,000 in obligations from equal partners Martin Bustad, Chester A. Weseman, Albert W. Smith, Harold O. Westby and the estate of George Wilson, deceased.

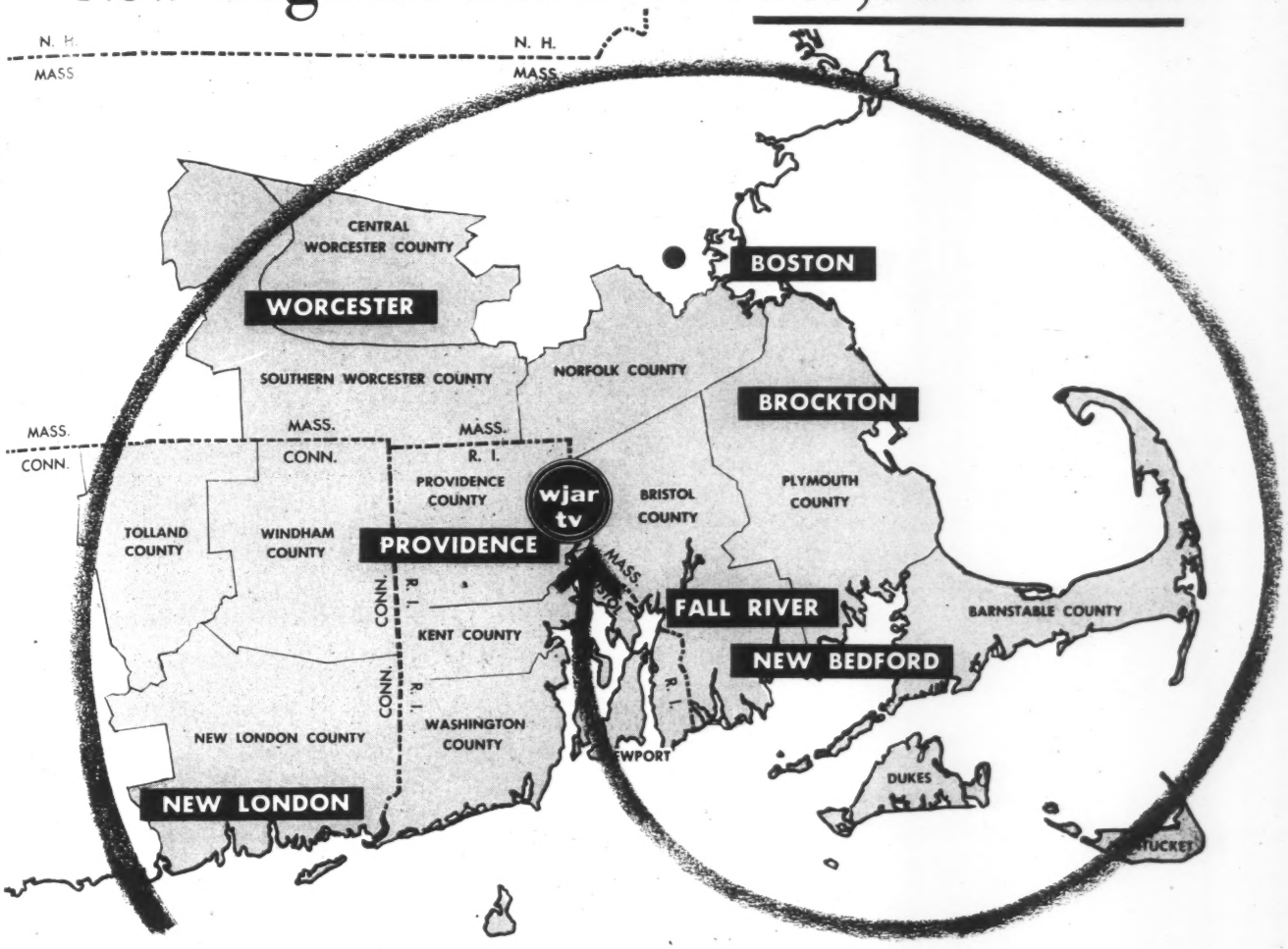
R. J. McElroy is president-general manager and 30.7% owner of KWWL-AM-TV. Option for the purchase by Black Hawk was secured in October 1954.

KMMT operates on ch. 6 with 14.8 kw; KAUS is on 1480 kc with 1 kw. The stations' balance sheet, as of Nov. 30, 1956, showed current assets of $109,664, total assets $263,873, current liabilities $44,403 and accumulated profit $4,517. The stations showed a net operating income of $38,601 for the first 11 months of 1956.

The Waterloo stations' balance sheet as of Nov. 30, 1956, showed current assets of $149,088, total assets $594,039, current liabilities $75,711 and accumulated deficit $115,294. Net income for 1955 after taxes was $5,377.

Also last week, ch. 5 KNAC-TV Ft. Smith, Ark., asked FCC approval for the sale of one-half of the station by the estate of 100% owner Hiram S. Nakdimen, deceased, to George Hernreich, Ft. Smith.

This is the Southeastern New England Market... 810,700 Homes!



WJAR-TV Channel 10

Reaches More of These Homes Every Day Than Any Other Television Station*

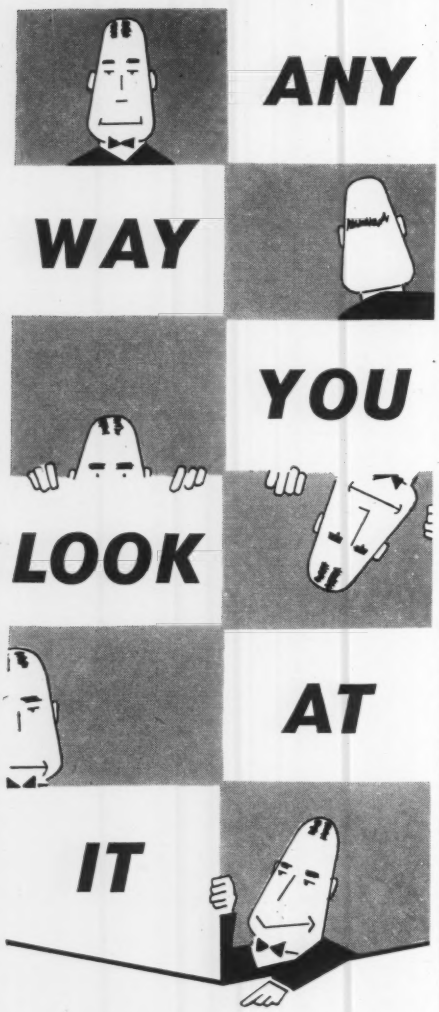
*A. C. NIELSEN
NCS No. 2 Survey
Spring, 1956
Check your Nielsen for extent of Channel 10 bonus area.

wjar-tv CHANNEL 10

PROVIDENCE, RHODE ISLAND
A service of The Outlet Company

Represented by WEED Television

in BUFFALO . . .



your **ONE BEST BUY** is

WBNY

LOOK AT Pulse figures . . . you'll see WBNY is UP . . . UP . . . UP! LOOK AT frequency of up-to-the-minute newscasts . . . you'll see WBNY tops them all! And, for the clincher, LOOK AT WBNY's cost-per-listener, and you'll see why WBNY is the ONE BEST RADIO BUY in the huge ($2,000,000,000 annual C. S. I.) Buffalo market.

BURKE-STUART
National Representatives

jeweler, for $300 plus the assumption of liabilities estimated in excess of $150,000.

The sale consummates an agreement made in April 1954 between Messers. Nakdimen and Hernreich when both were competing applicants for the channel. Under the agreement, Mr. Hernreich agreed to withdraw his application in return for an option to purchase one-half of the station if a grant were made to Mr. Nadkimen.

Ownership of KNAC-TV is the subject of litigation in a federal appeals court in Washington [B•T, Jan. 21]. Multiple station owner Donald Reynolds (ch. 22 KFSA-TV Ft. Smith among others) claims that he had a contract to purchase the station and that the FCC erred in extending its construction permit and approving the involuntary transfer of control of KNAC-TV last year.

Balance sheet of KNAC-TV, which went on the air last fall, showed current assets of $8,164, total assets $211,680 and a deficit of $6,912 as of Nov. 30, 1956.

Patent System Cited For Color Tv Progress

COLOR TV could not have progressed to its present state without the protection of a patent system, concludes a report which has been issued by the Senate Subcommittee on Patents, Trademarks & Copyrights.

The report, "The Patent System and the Modern Economy," was prepared for the subcommittee by George E. Frost, a partner in the Chicago patent law firm of Frost & Verhoeven.

The report said RCA is "said" to have invested $65 million in color tv research, while Hazeltine, the other principal patent licensing organization in color tv, has spent $1 million a year for the past five years. Neither has received any significant return on its investment, the report adds.

Pointing to the color tubes currently "competing for supremacy"—RCA's "shadow mask" tube, Chromatic Labs' Lawrence "chromatron" tube, GE's "post accelerator" tube and Philco's "apple" tube—the report said such competition, including that originally afforded by CBS' former field sequential system, shows that development is being "vigorously pursued . . . on many fronts." "We can be certain," it concludes, "that the public interest is served by active development of the various approaches in a competitive atmosphere."

Referring to statements by Zenith Radio Corp. President E. F. McDonald Jr. that color tv is "premature," the report declares that there can be no resolution of this industry controversy until "time has resolved the rivalries between proponents of various color tv systems."

The report says RCA could "hardly undertake the staggering investment it has made in color tv in the absence of a patent system." It refers to statements by Massachusetts Institute of Technology Prof. W. Rupert Maclaurin in 1949 that RCA's experience in radio manufacturing was partly responsible for the company's decision to lean heavily on patent licensing for income.

RCA decided to license the industry, according to Prof. Maclaurin, after it licensed one type of radio receiver but reserved a technically superior receiver for its own manufacture. Nevertheless, the licensees outsold RCA, leading to the RCA decision, the report said.

Another report issued by the subcommittee, "Distribution of Patents Issued to Corporations (1939-55)," prepared by the U. S. Patent Office, reported that during the 17 years RCA had been issued 7,894 patents, from 1936-55 was among the top 15 companies receiving patents each year, and ranks third in number of patents among U. S. corporations.

Ike Backs Reservation Of Educ. Tv Channels

PRESIDENT Eisenhower believes tv channels must be preserved for educational use, he told his Wednesday news conference last week.

His general comments were made in reply to a question asked by Sarah McLendon, of the *Longview* (Texas) *News & Journal*. The newspaper is waging a campaign to prevent reassignment of educational ch. 2, Denton, as requested by commercial Longview applicants, Miss McLendon told B•T. North Texas State Teachers College, Texas State College for Women and Denton public schools are opposing commercial use of the channel, with parent-teacher, labor and other groups supporting the newspaper's position.

The transcript of the question and the President's reply follows:

Miss McLendon—Sir, there is quite a controversy that has developed—quite a controversy has developed over this matter of educational television channels which were assigned to schools and colleges, which some commercial enterprises want to take away and have reassigned to them. I wonder if you think we should leave these educational channels with the schools and colleges for their development.

The President—Well, I have not had a recent study presented to me on this question, but speaking only from what I believe to be the eventual good of the United States, and not knowing as of now anything of many more channels being available through improvement of techniques and equipment, I would say we must preserve channels for educational purposes.

Commerce Committee to Weigh Broadcasting Reports Feb. 20

THE Senate Interstate & Foreign Commerce Committee will not consider any of its three proposed reports on television until its meeting Feb. 20, Chairman Warren G. Magnuson (D-Wash.) said Thursday following a closed session of the committee. The FCC appears before the Senate group March 5.

As planned now, the committee will issue three reports: on subscription tv, on uhf-vhf allocations problems and on tv network practices. Tentative plans call for the allocations report to be held up until the committee hears from the FCC on its progress with uhf-vhf problems.

They may laugh when you sit down at the tuba, but...

Nielsen proves you're right about WKZO-TV in KALAMAZOO–GRAND RAPIDS

WKZO-TV delivers more viewers nighttime DAILY than the second station delivers MONTHLY, day or night! Ask Avery-Knodel for ALL the comparisons!

NIELSEN NCS No. 2, NOVEMBER, 1956

Station	No. of TV Homes in Area	Monthly Homes Reached	DAYTIME Weekly NCS Circ.	DAYTIME Daily NCS Circ.	NIGHTTIME Weekly NCS Circ.	NIGHTTIME Daily NCS Circ.
WKZO-TV	633,120	489,170	421,820	292,720	464,530	378,080
Station B	512,980	372,000	310,720	203,170	348,140	278,660

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Kalamazoo-Grand Rapids and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Eight Ams Authorized; FCC Reinstates Grant

EIGHT new am stations were authorized by the FCC last week, and one earlier grant, which had been set aside, was reinstated.

Grant of WILA Danville, Va., made Dec. 19, 1956, to S. L. Goodman for 1580 kc, 500 w daytime, was set aside Jan. 16 [B•T, Jan. 21] because of conflict with the Commission's 10% rule. After Mr. Goodman amended his application last fortnight to comply with the rule, the grant was reaffirmed.

One of the eight new am grants represented Commission affirmation of an examiner's initial decision. Hearing Examiner Jay Kyle's recommendation Dec. 19 that Key City Broadcasters be granted 1280 kc, 500 w day, in Abilene, Tex. [B•T, Dec. 24], was made final by the Commission. The application originally had been designated for hearing because of possible interference with existing stations. Equal partners in Key City Broadcasters are Howard Barrett (20% owner of KBST Big Spring, Tex., and 10%, KBST-TV) and Robert H. Nash, former local sales manager of KRBC-TV Abilene.

Other grants:

Camden, Ark.—D. R. James tr/as Southern Broadcasting Co., 1370 kc, 1 kw day. Mr. James owned KPLN Camden, Ark., which he bought in 1953, but the station cp and sale approval were revoked in 1955 [B•T, Dec. 12, 1955] because the FCC found errors in the former owner's reports.

Magee, Miss. — Southeast Mississippi Broadcasting Co., 1280 kc, 500 w day. Owners of Southeast are the Mathis brothers, Marvin L. (45%), Robin H., Ralph C. and Rad W., and John B. Skelton Jr. Robin, Ralph and Rad Mathis each owns 25% of WCPC Houston, Miss., and Mr. Skelton is chief engineer of WCPC.

Hamlet, N. C.—Risden Allen Lyon, 1400 kc, 250 w unlimited time. Mr. Lyon owns 50% of WADE Wadesboro, N. C.

Murfreesboro, N. C.—Agricultural Broadcasting Service, 1430 kc, 1 kw day. Fred L. Hart, sole owner, an 18.8% interest in WLPM Suffolk, Va.

Rockwood, Tenn.—Roane Broadcasting Co., 580 kc, 500 w day. Equal partners are Herman Spivey, vice president and stockholder of WBMC McMinnville, Tenn., and his son, Ray.

Marshall, Tex.—Caddo Broadcasting Co., 1410 kc, 500 w day-directional antenna. Virgil E. Stone, former manager of WMHT Marshall, and J. D. Johnson, oil refining company employe, are equal partners.

Honolulu, Hawaii—Kaiser Hawaiian Village Radio Inc., 1040 kc, 5 kw unlimited. Industrialist Henry J. Kaiser and Hal Lewis, owner of a Honolulu station representative firm, are equal partners.

FCC Grants WEVD Petition; Protest by WCRB Dismissed

PETITION for reconsideration by WEVD New York in the sale of WBBR Brooklyn by Watchtower Bible & Tract Society of New York to Tele-Broadcasters Inc. (H. Scott Killgore) was granted last Thursday by FCC and the application was scheduled for oral argument before the Commission on Feb. 25.

At the same time, the FCC dismissed a protest to the sale by WCRB-AM-FM Waltham, Mass., ruling that WCRB failed to show standing as party in interest under the Commission rules.

The Commission's Dec. 12 approval of the $133,000 sale [B•T, Dec. 17, 1956] was postponed pending oral argument and further ordered that if Tele-Broadcasters already has assumed control of WBBR, ownership must be returned to the original licensee by March 8.

WEVD, which shares 1330 kc with WBBR and WHAZ Troy, N. Y., contends that Tele-Broadcasters is not financially qualified to operate the station and that contract provisions or the sale are repugnant to public interest [B•T, Jan. 28].

Committee Approves Whitney

THE nomination of John Hay (Jock) Whitney as Ambassador to Great Britain was cleared last week by the Senate Foreign Relations Committee and was sent to the Senate floor.

Mr. Whitney was nominated the week before [B•T, Feb. 4]. He is a senior partner in the New York investment firm of J. H. Whitney & Co. and is a brother-in-law of CBS Board Chairman William S. Paley. The Whitney firm owns WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and 90% of KGUL-TV Galveston-Houston and of KOTV (TV) Tulsa, plus ownership in community antenna systems.

Gray Nominated for ODM Post

GORDON GRAY, North Carolina broadcaster who held high defense posts during the Truman administration, was nominated Thursday by President Eisenhower to be director of the Office of Defense Mobilization [B•T, Jan. 28].

He succeeds Arthur S. Flemming, resigned. Mr. Flemming is returning to the presidency of Ohio Wesleyan U. after four years in key government posts.

Committee to Withhold ABC Television Data

THE House Antitrust Subcommittee headed by Rep. Emanuel Celler (D-N. Y.) has "acceded to" ABC's request that its television billings and discounts for 1955 and 1956 not be made public.

Chief Counsel Herbert Maletz, who revealed the subcommittee action last week, did not elaborate. The House group requested at its hearings in New York last September that ABC-TV, CBS-TV and NBC-TV furnish lists of billings and discounts for the calendar year 1955 and the first six months of 1956.

All three networks furnished the information. The CBS-TV and NBC-TV billings and discounts were made a part of the subcommittee's public record.

ABC-TV requested that its billings and discounts be withheld from public record because the network had been forced "in the past," due to competitive advantages of the other two networks over ABC-TV, to give discounts higher than those listed on its rate card in some cases in order to sell the time [B•T, Dec. 31, 1956].

B•T used the CBS-TV and NBC-TV lists, at the time they were made available by the subcommittee, to publish for the first time the exact tv network billings for the networks, sponsors and agencies involved [B•T, Nov. 19, 12].

The subcommittee staff was known to be sympathetic to ABC's request [CLOSED CIRCUIT, Jan. 14].

Un-American Activities Unit Questions Radio-Tv Witnesses

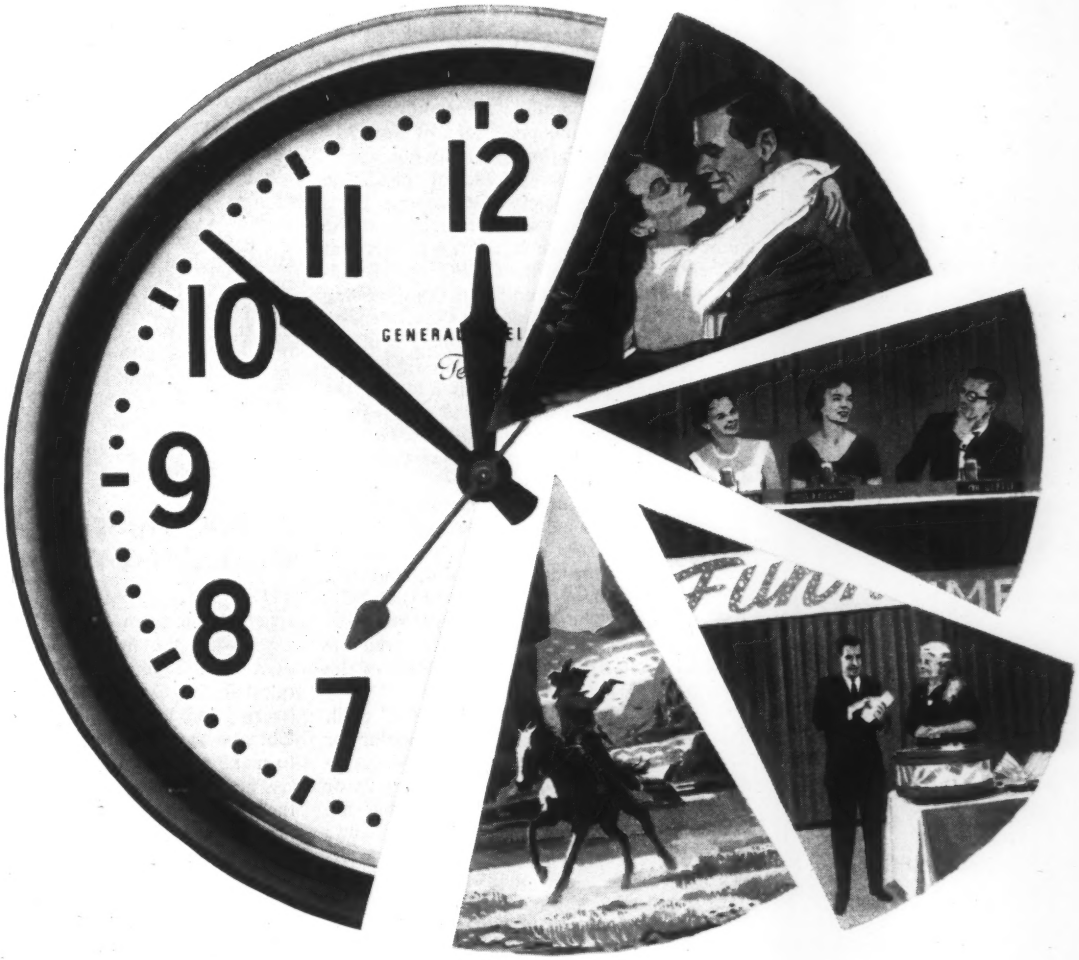
THE House Un-American Activities Committee held three days of closed hearings last week at the U. S. Court House in New York's Foley Square in its hunt for Communists in radio-tv and other entertainment media.

A committee spokesman said the committee was to have questioned some "40 or 50" witnesses, most of whom, he said, have radio-tv connections. Information obtained at the executive hearings last Wednesday, Thursday and Friday will be used as the basis for public hearings at an indefinite later time, he said.

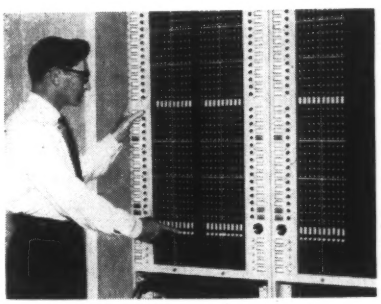
The House group is headed by Rep. Francis Walter (D-Pa.).

The committee usually uses information obtained at closed hearing from "cooperative" witnesses and from other sources as a basis for questioning "non-cooperative" witnesses and others implicated by the cooperative witnesses at open hearings.

A source close to the committee told B•T. that the names of persons appearing at the closed hearings would not be disclosed in order to protect cooperative witnesses. He said the committee feels that these persons should be given every opportunity to rehabilitate themselves and that publicity on their past associations may hurt them now or in the future.



Latest Bell System control units speed accurate network switching



New Bell System control unit permits network switches to be set up and double-checked in advance.

Network switches can be set up *in advance* and double-checked, thanks to new Bell System control units.

Ten or 15 minutes before actual switching time, buttons representing incoming and outgoing circuits are punched on the control panel. Then, at the appointed split second, one master button is pushed and all switches are performed at once.

The first new operating center utilizing the control unit began operation in Chicago during the summer of 1956, followed by similar installations in Los Angeles and New York. In the near future, operating centers will be added in Des Moines, Dallas and Washington, D. C.

This development, which makes switching faster and more accurate, is another example of how the Bell System is constantly finding new and better ways to serve the broadcasting industry.

BELL TELEPHONE SYSTEM

Providing intercity channels for network radio and television throughout the nation

WDBJ

for almost 33 years

OUTSTANDING

in

ROANOKE

and Western Virginia

RADIO

by any measurement!

N.C.S. No. 2

Spring, 1956

WDBJ has more than TWO TIMES the DAILY N. C. S. Circulation of Station "B"; more than THREE TIMES the circulations of Stations "C" and "D".

The one they listen to MOST is the one to BUY! Ask your Peters, Griffin, Woodward "Colonel" for the whole wonderful story!

WDBJ

AM • 960 Kc. • 5000 watts

FM • 94.9 Mc. • 14,000 watts

ROANOKE, VIRGINIA

Newscast No Violation Of Sec. 315, Says FCC

THE FCC last week ruled that when a broadcast station covers the news—which might include a candidate for political office—the equal time provisions of Sec. 315 of the Communications Act do not apply.

In a letter to Allen H. Blondy, candidate for judge of the Detroit Common Pleas Court, FCC unanimously declared that the filmed news coverage by WWJ-TV Detroit of ceremonies held in the City-County Building which showed a number of judges being sworn into office by Michigan Gov. Mennen Williams, was not use of the station in the sense of Sec. 315. Judge Elvin L. Davenport, named as a recess appointee to the bench and who is a candidate for regular election to the judicial post in the Feb. 18 city elections, was among those participating in the ceremonies.

Mr. Blondy claimed that as an opposing candidate for the judgeship he had the right to equal time from the station. WWJ-TV refused to accept this viewpoint, and Mr. Blondy's complaint was filed with the FCC last month. The Commission's reply to Mr. Blondy was made after it received the film and transcript of the oral portion of the telecasts.

"There is not evidence," the FCC said, "that Mr. Davenport in any manner or form, directly or indirectly, initiated or requested either filming of the ceremony or its presentation by the station, or that the broadcast was more than a routine news broadcast by Station WWJ-TV in the exercise of its judgment as to newsworthy events.

". . . In our opinion, on the basis of all the facts and circumstances detailed above, WWJ-TV did not 'permit . . . a legally qualified candidate for . . . public office to use a broadcasting station' by showing and referring to Mr. Davenport in its routine newscasts in the manner indicated. Therefore, it is under no obligation to '. . . afford equal opportunities to all other' candidates for the office for which Mr. Davenport has filed. Our decision in this case is, of course, limited strictly to the facts and circumstances which have been brought to our attention."

The quoted portions in the FCC's letter are from the wording of Sec. 315.

Butte Translator Bid Queried; FCC Makes Palm Springs Grant

IN A LETTER to Butte (Mont.) Mayor Tim J. Sullivan, the FCC last week said that the application by the City of Butte for a tv translator station on ch. 70 to rebroadcast ch. 13 KSMO-TV Missoula, Mont., may require a hearing.

The Commission said that it was unable to find that public interest, convenience and necessity would be served by granting the translator; questioned the need for the service because Butte is presently being served by KXLF-TV (ch. 4), that city, and said two applications are pending for ch. 6 there. FCC also stated that the city is participating in the operation of an unlicensed "booster-translator" station rebroadcasting the KSMO-TV signal without "express authority of that station to do so."

In a second action, the Commission granted cps for two tv translator stations to Palm Springs Translator Station Inc., Palm Springs, Calif., and at the same time denied the protest of Palm Springs Community Tv Corp. objecting to grants and requesting a hearing. The translators will operate on ch. 73 to rebroadcast ch. 4 KRCA (TV) Los Angeles and ch. 70 to rebroadcast ch. 2 KNXT (TV) Los Angeles.

To charges by Community Tv that construction had started on the translater station prior to the grant, the FCC said that facilities were installed for the purpose of testing equipment. FCC also said that charges of misrepresentation by one of the principals of the applicant actually was caused by typographical errors, that principal in question is no longer one of the applicants and that all deficiencies in the original application have been corrected by amendments.

Public Hearing Asked On WGN-TV Application

THE Chicago "Martin Luther" incident reached the formal stages at the FCC last week when the Action Committee for Freedom of Religious Expression officially requested the Commission to hold a public hearing on the application of WGN-TV Chicago for a license covering its increase to maximum 316 kw power.

The Protestant committee also informed the FCC that it was preparing a formal petition requesting the Commission to investigate the incident. The committee is headed by Dr. John W. Harms, executive director of the Church Federation of Greater Chicago.

The theatrical film "Martin Luther" was scheduled to be shown on the *Chicago Tribune's* WGN-TV Dec. 21, but on Dec. 18 the showing was cancelled, the committee stated. This resulted, it was charged, from pressure by Roman Catholic circles to ban the film on the Reformation leader [B•T, Dec. 24].

The resulting charges by Protestant organizations have been addressed to Congressional committees. Several thousand individual complaints have been received by the FCC, it was ascertained.

The Action Committee said it represented the Church Federation of Greater Chicago, the Lutheran Council of Greater Chicago, and 30 other religious organizations.

"We believe," the committee's letter to the Commission read, "that this action of WGN Inc. . . . represents an abrogation by it of its obligation to operate its television station in the public interest."

The committee characterized the WGN action as "arbitrary" and a negation of its responsibility to present controversial subjects to its audience.

On Friday, in a corollary action, the National Council of Churches of Christ in the United States asked the FCC to revise its renewal form to require not only percentage of religious time broadcast but also the hours, whether sustaining or sponsored, identification of the program and whether funds are solicited or not.

Bait Adv. Penalties Sought in N.Y. State

A BILL that would make bait advertising a misdemeanor in penal law and provide for fines up to $5,000 and jail sentence of up to one year, or both, was introduced last week in the New York State Legislature in Albany. Radio and television stations, advertising agencies and publishers would be exempted when their participation was "without knowledge of the deceptive character thereof."

The measure was offered by State Sen. Nathaniel T. Helman of the Bronx and Assemblyman Bernard Dubin of Queens, both Democrats, and would implement the anti-bait advertising portion of New York Gov. Averell Harriman's program. The governor had labeled this type of advertising a "vicious practice" in his annual message to the Legislature.

Bait advertising is described by the bill as circulation of statements "without a bona fide intent to sell, or as part of a plan not to sell as advertised or at such price (as advertised)."

Under terms of the measure, advertising over a period of time with repeated failure to sell and deliver merchandise or services advertised at the advertised price would constitute prima facie evidence of violation. This would be so also if the sale of advertised merchandise or services was discouraged wilfully via the repeated use of specified devices such as disparaging the item to a prospective customer; refusing to show or demonstrate the merchandise; falsely claiming inability to make reasonably prompt or withholding delivery, and refusing to compensate employes for making sales of the advertised item.

WTTV (TV), WESH-TV Allowed To Move Transmitter Locations

FCC last Thursday granted two tv stations changes in their antenna-transmitter locations, and by letter denied requests of protestants that both applications be set for hearings.

Ch. 4 WTTV (TV) Bloomington, Ind., received authority to move its transmitter, with antenna 996 ft. above average terrain, to a point approximately 27 miles northeast of Bloomington (towards Indianapolis) from its present location three miles southeast of Cloverdale, Ind. The grant was conditioned on WTTV's removing its present antenna within 60 days after beginning operation at the new site and so notifying the Commission. Petitions opposing the move by Indianapolis Broadcasting Co., WIBC that city, Mid-West Tv Corp. and Crosley Broadcasting Corp., all applicants for ch. 13 in Indianapolis, were denied.

In addition to the site change, ch. 2 WESH-TV Daytona Beach, Fla., was granted a cp to increase power from 1.26 kw to 100 kw and increase antenna height from 320 ft. to 940 ft. above ground. The transmitter will be moved from Daytona Beach to approximately 25 miles southwest of the city, placing the facilities nearly equal distance between Orlando and Daytona Beach. Objections of WORZ Inc. and Mid-Florida Tv Corp. (both applicants for ch. 9 Orlando), WDBO-TV Orlando and WLOF Orlando were denied.

Protests to both moves were denied by FCC on grounds that necessity for a hearing had not been shown and that both applicants were financially able to make the changes.

Md. Bill Would Make Radio-Tv Legal for Local Govt. Ads

A MEASURE introduced in the Maryland legislature would make official anouncements by local governments as legal on radio and tv as they are in newspapers.

The bill was offered by Delegate Jerome Robinson (D), of Baltimore.

Under Maryland law, the supervisors of elections now must have published in at least two papers in each county, if there are that many, the names of nominees.

The new measure would provide that "an auditory or visual broadcast of nominations to office, or both, over a radio or tv station having general coverage and reception throughout the community in which there is to be such publication shall be equivalent to one publication in a newspaper."

Mr. Robinson said he introduced the bill on request.

TV in Fresno --

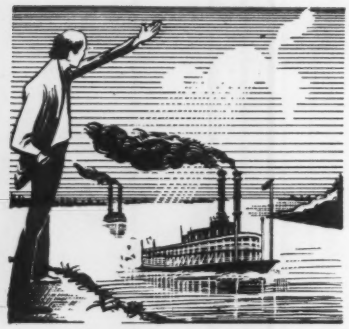
the big inland California market -- means

KMJ-TV

Best local programs

Basic NBC-TV affiliate

Paul H. Raymer Co.,
National Representative



'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

FCC to Hear KCCC-TV Protest Against KOVR's Proposed Move

FCC last week allowed the protest of ch. 40 KCCC-TV Sacramento, Calif., to the transmitter-antenna move of ch. 13 KOVR (TV) Stockton, Calif., and scheduled a hearing for March 4. The Commission approved the KOVR move last November but stayed the grant Jan. 3 [B•T, Jan. 7] when it found KCCC-TV a party in interest.

KOVR is seeking to move its facilities from Mt. Diablo, about 20 miles east of San Francisco and 35 miles southwest of Stockton, to Butte Mountain, about 80 miles east of San Francisco and 40 miles northeast of Stockton. The station's present antenna is 3,172 ft. above average terrain.

The Commission ordered the hearing to determine, among other things, reasons for the proposed change, whether KOVR misrepresented or concealed material facts in its application, areas and population which would lose service because of the proposed change and whether it would result in an increase or decrease of tv service to Stockton, and the need, if any, for the service proposed and whether such service outweighs the injury which might be caused to operating authorized or proposed uhf stations in the Sacramento and Stockton areas.

The FCC said it would rule later on KCCC-TV's petition for reconsideration of the Commission's action refusing KCCC-TV's application for ch. 13 at Stockton (now licensed to KOVR).

It was also announced last week that KOVR had signed to become an ABC primary affiliate for Stockton effective Feb. 17. KCCC-TV is also an ABC affiliate.

Northeastern Bcstg. Co. Seeks Tv Ch. 10 for Presque Isle

NORTHEASTERN BROADCASTING Co., applicant for a new am in Presque Isle, Me., last week petitioned the FCC to institute rule-making proceedings to add ch. 10 to Presque Isle. This could be done, Northeastern said, by deleting ch. 10 from Ste. Anne De La Pocatiere, Que., and substituting ch. 6; deleting ch. 6 from Riviere Du Loup, Que., and adding ch. 7 there, and deleting ch. 7 from Matane, Que., replacing it with ch. 11.

The Canadian Dept. of Transport has notified the Commission that it would have no objection to the above changes if formally proposed by the Commission. None of the channels involved are presently assigned. Northeastern is owned principally by Community Telecasting Service and its stockholders licensee of WABI-AM-TV Bangor, Me.

WJET Power Change Upheld

FCC approval of a move by WJET Erie, Pa., from 1570 kc daytime to 1400 kc unlimited with 250 w power was upheld Friday by the U. S. Court of Appeals, Washington. WBNY Buffalo, N. Y., had raised questions regarding the FCC's criterion of need for a new service [B•T, June 18, 1956]. The Buffalo station, operating on 1400 kc, claimed it would lose coverage if WJET switched. The court held that the qualitative question of program service lost vs. new service gained was a question to be raised by the protestant and was not incumbent on the FCC.

Heselton Resubmits House Bill To Limit Radio-tv Commercials

BILL to limit the proportion of commercial time to program time on radio and tv was introduced last week by Rep. John W. Heselton (R-Mass.). The measure (HR 4571) was identical to HR 5741 proposed by Rep. Heselton in the 84th Congress.

It would require the FCC to prescribe "appropriate regulations, applicable to licensees, program sponsors, and others, to insure that, of the total amount of time available for any radio or television program, the proportion of such time which is devoted to advertising shall not be excessive." It would amend Sec. 330 of the Communications Act.

Liveright Case Goes to Jury As Quick Acquittal Moves Fail

THE contempt of Congress trial of Herman Liveright, former program director of WDSU-TV New Orleans, went to the jury Friday after the defense failed in a series of moves to have Mr. Liveright acquitted outright of all 15 counts against him.

Judge Richmond B. Keech of the U. S. District Court in Washington denied the defense motion to acquit Mr. Liveright on all 15 counts, but did acquit him on one.

Mr. Liveright was indicted after he was cited for contempt of Congress because he refused to answer questions about Communist associations before the Senate Internal Security Committee last March [B•T, March 26, 1956]. The count dismissed by Judge Keech was based on Mr. Liveright's refusal to tell the Senate group whether his wife was a Communist. WDSU-TV fired him for refusing to answer committee questions.

Three to Recording Committee

THREE members of the House have been named to the House Recording Studio Committee: Reps. J. Vaughan Gary (D-Va.), Joe L. Evins (D-Tenn.) and Frank T. Bow (R-Ohio). The studio produces tapes and tv films for congressmen, at moderate cost, for use on home state radio and tv stations.

Richfield, Lewis Suits Dropped

CROSS SUITS by Richfield Oil Corp. against commentator Fulton Lewis jr., MBS and RKO Teleradio Pictures and by Mr. Lewis against Richfield were dropped by both parties last week. Richfield had asked $7 million, Mr. Lewis $500,000. No financial consideration was involved in dismissal of the suits, a lawyer for Mr. Lewis stated.

The suits arose after broadcasts by the commentator regarding a controversial California conservation referendum, and a subsequent statement by oil company president Charles Jones.

ABC-TV PLANS DAYTIME RATE CUT

- **New price setup to be outlined by network this week**
- **Only pre-5 p.m. show, however, now sells as fixed rate**

A NEW daytime rate pattern which its creators feel ultimately will become the standard in television broadcasting—daytime rates at one-third rather than one-half the nighttime rate—will be unveiled by ABC-TV his week for stations which are its exclusive affiliates.

Actually, the change is theoretical for the moment since ABC-TV's only Monday-Friday programming before 5 p.m., "Afternoon Film Festival," is sold on a participation basis at fixed rates per participation.

The new structure, called the "D for Daytime Plan," will highlight the tv phase of the presentation which ABC is staging for advertisers and agencies in New York on Wednesday and in Chicago on Friday.

Oliver Treyz, ABC vice president in charge of the tv network, said the 3-to-1 ratio for nighttime over daytime rates follows more closely the audience patterns for the two periods than does the prevalent 2-to-1 ratio, which he called a "hand-me-down" from radio.

Accordingly, he said, ABC-TV will "realign" its daytime rates to make them one-third of nighttime prices. On ABC-TV this means that new Class D rates will prevail in the daytime up to 5 p.m., Monday through Friday—hence "D for Daytime."

Mr. Treyz said he looked upon the 3-to-1 rate differential as a permanent ratio, not as a matter of "expediency" for ABC-TV. When ABC-TV raises rates the 3-to-1 relationship between night and day will be retained, he asserted.

Mr. Treyz expressed belief that the whole of television broadcasting would eventually settle on the new ratio.

When daytime rates were first established in radio, he said, the 2-to-1 relationship was set on the theory that during daytime the housewife was listening while at night she was joined at the radio by her husband. In television, he maintained, research consistently has shown a much heavier proportion for nighttime viewing.

In implementing the new plan, Mr. Treyz said, ABC-TV will apply it to all stations which are its exclusive affiliates. For stations shared with CBS-TV or NBC-TV, the practice of making daytime rates one-half of nighttime rates will be continued.

The plan has been endorsed "enthusiastically" by the ABC-TV Affiliates Advisory Committee, he reported.

The new rate structure will be one of several features of the television presentation at the New York and Chicago showings. Others will point up ABC-TV's new talent acquisitions — Frank Sinatra, Pat Boone, Guy Mitchell, and Mike Wallace —and new program plans, plus research to bolster its claim to the title, "fastest growing network in the fastest growing medium."

The radio phase of the presentations will stress ABC Radio's importance as an ideal "complimentary" medium for television advertisers. It also is expected to play up programming progress, particularly the strength of the ABC Radio morning block.

Don Durgin, ABC vice president for the radio network, will direct this phase of the presentation, while Mr. Treyz will conduct the tv portion. Leonard H. Goldenson, president of ABC's parent American Broadcasting-Paramount Theatres, will be host for the sessions, which will employ films and slides projected onto a screen shaped like a tv receiver.

The New York presentation on Wednesday will be held at the Waldorf-Astoria Hotel starting at 9:30 a.m., while the Chicago showing on Friday will be at the Hotel Sherman at 10:30 a.m.

Meanwhile, ABC-TV officially announced last week the signing of singer Pat Boone to an exclusive contract and the signing of Chevrolet Motor Div. of General Motors to sponsor him in an evening half-hour variety show starting next fall [B•T, Feb. 4]. Campbell-Ewald is agency for Chevrolet.

WAKR is First in listeners

HOOPER RADIO AUDIENCE INDEX

Share of Radio Audience — Akron City Zone — Nov. - Dec. 1956

MORNING (7 AM-12 NOON) Monday thru Friday		AFTERNOON (12 NOON TO 6 PM) Monday thru Friday		NIGHT (6 PM — 10:30 PM) Monday thru Friday	
WAKR	46.0	WAKR	43.2	WAKR	57.3
■ Station "A"	2.4	■ Station "A"	3.8	■ Station "A"	10.2
Station "B"	16.4	Station "B"	14.6	Station "B"	17.2
Station "C"	27.1	Station "C"	29.2	Station "C"	—*
■ Station "D"	3.0	■ Station "D"	1.7	■ Station "D"	4.2
Station "E"	2.7	Station "E"	8.8	Station "E"	—*

■ Cleveland Stations with primary service in Akron * Off the air

NIELSEN NCS AND PULSE ALSO AGREE THAT WAKR IS A DECIDED FIRST.

Represented Nationally by BURKE-STUART Company, Inc.

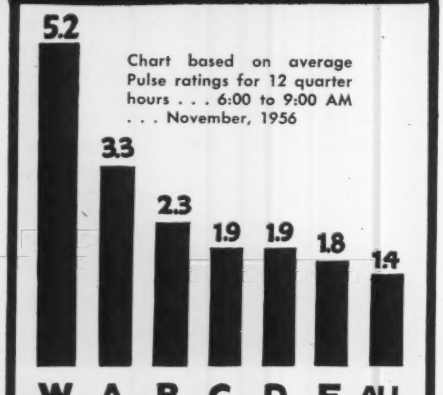
• NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

WAKR-TV • WAKR-RADIO

RADIO-TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

in HOUSTON the OK Negro Radio Buy is KYOK

Bill Pierce Is Your BEST BUY In The SCRANTON MARKET



For 27 years, Scranton's top salesman, Bill Pierce dominates the audience in eight Pennsylvania counties served by WEJL.

Ask MEEKER For Proof!

WEJL

The Scranton Times

SCRANTON, ... PENNA.

1-2 sales punch

in WESTERN MONTANA

GILL-PERNA, reps.

MISSOULA, MONTANA

BOB HOPE, NBC SIGN MULTI-MILLION PACT

- **Star agrees to 40 tv shows**
- **25% of Hope Enterprises sold**

CONSUMMATION of a multi-million dollar contract between Bob Hope and NBC, whereby the network acquires half ownership in Bob Hope Enterprises and becomes a participant in five of the comedian's theatrical films (including two already produced) and gets Mr. Hope's services in 40 tv shows including 16 already telecast) was revealed last week.

MR. HOPE

Just how much money is actually involved in the contract is a little hard to determine, without accurately guessing NBC's share of the cost of the five motion pictures in which the network becomes a partner with Mr. Hope. In true Hollywood style, the first reports attached to the deal the dazzling dollar figure of $25 million, but a sober second look makes the total appear to be somewhat nearer the $15 million mark, if that high. Contract was also first said to run for five years; actually, it is a three-year contract with a two-year option, and more than a year-and-a-half of the three years has already elapsed.

Genesis of the arrangement between NBC and one of its top comedians goes back seven years to 1950, when the network purchased a 25% interest in Hope Enterprises for $1 million as part of an agreement whereby NBC secured the comedian's services for radio and television for the following five years [B•T, June 12, 1950]. This contract, announced concurrently with the sale of the Bob Hope Tuesday night NBC Radio show to Liggett & Myers Tobacco Co. for Chesterfields at a reported $30,000 a week, ended an intensive drive by CBS to woo the comedian away from NBC.

At the end of that contract, in June of 1955, Mr. Hope indicated a desire to drop his broadcast activities, at least temporarily, but was persuaded to change his mind and remain on the air for another five years, when NBC agreed orally to buy another 25% interest in Hope Enterprises for another $1 million and also to finance five motion pictures in which he would be starred, sharing in the profits or losses of those movies in accordance with its 50% stock interest in Hope Enterprises. Mr. Hope in exchange agreed to appear in 40 tv shows on NBC-TV during the five-year period at a price of $200,000 per program doing a minimum of six programs a year.

Under that agreement, which was reduced to writing and signed last week, Mr. Hope has already done 16 shows on NBC-TV and NBC has partly financed two of his pictures, "That Certain Feeling," which has already been released, and "Beau James," film biography of the Jimmy Walker, one time mayor of New York, which will be released shortly. Paramount Pictures Corp through which these pictures also reportedly shared in financing these pictures and the amount of NBC's investment in them was not revealed.

What is certain is that NBC has invested $2 million in Hope Enterprises and has contracted for 40 tv shows (with 24 still to come) at $200,000 each, or a total of $10 million plus whatever investment it has made or may yet make in Mr. Hope's theatrical movie ventures.

Winchell to Leave MBS in March, Will Host New Desilu Series

WALTER WINCHELL—syndicated news columnist who had a short-lived exposure on an NBC-TV variety show last fall but whose audience strength in radio has carried him through 27 years of broadcasting—will terminate his weekly co-op commentary on Mutual March 3, the network confirmed last week. By agreement between Mr. Winchell and MBS, his contract is not being renewed, a network spokesman told B•T. Both Mr. Winchell and MBS affirmed that the parting is amicable.

An MBS representative said the program is locally sponsored in 33 cities, mostly major markets, but all of these pacts coincide with the commentator's network contract. On other MBS outlets, he has been carried sustaining. His program, 6-6:15 p.m. Sunday, started in September 1955. Seaboard Drug Co. dropped sponsorship of Mr. Winchell's MBS show last November and it then went co-op [B•T, Nov. 19, 1956]. The sponsor reportedly disliked his reference to presidential candidate Adlai Stevenson.

However, Mr. Winchell plans to become host and narrator for a new half-hour film series to be produced by Desilu Productions, Hollywood. The tv series is expected to feature fiction stories in a documentary vein.

CBS Radio Affiliates Re-Endorse DST Plan

BOARD of directors of CBS Radio Affiliates Assn. will recommend that the association renew its agreement with CBS to continue the Daylight Saving Time plan as it was effected last year.

The disclosure was made last week by Chairman John Rivers, WCSC Charleston, S. C., at CBS Radio headquarters in New York where the board met with network executives.

The meeting took up the status of current network operations with a discussion of programming highlights and prospects for this year. CBS Radio President Arthur Hull Hayes renewed his feeling of confidence in the Monday-through-Friday daytime schedule on the network and noted that in the nighttime schedule, the network has research data showing the period to be increasing its overall lead on a weekly basis over CBS Radio's "nearest competitor."

Those in attendance were Mr. Rivers, Dist. 4; Charles C. Caley, WMBD Peoria, Ill., Dist. 5 (vice chairman); J. Maxim

Ryder WBRY Waterbury, Conn., Dist. 1 (secretary-treasurer); George Coleman, WGBI Scranton, Pa., Dist. 2; Robert Tincher, WNAX Yankton, S. D., Dist. 7; Westerman Whillock, KBOI Boise, Idaho, Dist. 9; Frank Fogarty, WOW Omaha, Neb., (director-at-large); Worth Kramer, WJR Detroit, (director-at-large); Kenyon Brown, KWFT Wichita Falls, Tex. (ex-officio member).

Mr. Hayes; James M. Seward, executive vice president, CBS Radio; Howard G. Barnes, vice president in charge of network programs, CBS Radio; Louis Hausman, vice president in charge of advertising and promotion, CBS Radio; John J. Karol, vice president in charge of network sales, CBS Radio; William A. Schudt Jr., vice president in charge of station relations, CBS Radio; Harper Carraine, director of research, CBS Radio; Eric Salline, manager, station relations, CBS Radio; Ralph W. Hardy, vice president, CBS Inc., Washington; Richard S. Salant, vice president, CBS Inc.

Shelton Joins ABC Washington As Assistant to V.P. Hinckley

EDGAR G. SHELTON Jr. has joined ABC as assistant to Robert H. Hinckley, vice president and director of American Broadcasting-Paramount Theatres Inc. in charge of the Washington office.

MR. SHELTON

Mr. Shelton has relinquished the post of director of the U. S. National Security Training Commission, with which he has been associated since 1951 in various capacities. During 1956 he also served as consultant to the Assistant Secretary of Defense for manpower, personnel and reserve.

White House Quashed ABC Plan For Saudi Scoop, Network Says

THE WHITE HOUSE was accused by ABC Thursday of intervening in an exclusive interview it had planned to film with King Saud of Saudi Arabia for exposure on yesterday's (Sunday) *Open Hearing* program (8:30-9 p.m. EST).

The network said it had been informed by Peter Tompkins, identified as handling public relations for Saudi Arabia, that Murray Snyder, White House assistant news secretary, had ruled the interview opened up to CBS and NBC newsmen. ABC said it had managed to film five minutes with the King on an exclusive basis plus another sequence with Prince Mashhur, the 3½-year-old son of the King, who was a guest at an embassy party. All three networks, however, had access to the interview with the King.

ABC also said it shot film in an interview with Sheik Abdulah Balkhair, press, broadcasting and publications head of the country, who described Saudi Arabia's radio-tv plans.

RESULTS

and

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results

have made WIBW

the most powerful single selling force in Kansas and adjoining states*.

*Missouri

Nebraska

Iowa

Oklahoma

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka

Rep: Capper Publications, Inc.

"See Your Capper Man"
WIBW
CBS RADIO

Our 30th Year

1

United Press news produces!

THE "EYES" HAVE IT!

Here are the results of another election with fourteen counties reporting.

WREX-TV wins with a tremendous plurality. Here is the vote.

14-COUNTY PULSE SURVEY
SEPTEMBER, 1956

All 53 of the top 53
Programs are on WREX-TV

63 of the top 65
Programs are on WREX-TV

•

COMPARATIVE QUARTER HOUR RATINGS

WREX-TV-440 Quarter Hours or 100%

STATION B—0 Quarter Hours or 0%

Serving over a Quarter Million T-V Sets

•

WREX-TV Dominates all Quarter Hour Periods Sunday thru Saturday 8:00 A.M. — Midnight

This unanimously re-elects WREX-TV as the No. 1 TV buy in a billion-dollar market.

Get on a bandwagon full of sales . . . in the next-to-the-biggest Illinois market.

WREX-TV channel 13
ROCKFORD, ILLINOIS
CBS-ABC AFFILIATIONS
telecasting in color
REPRESENTED BY
H-R TELEVISION, INC.

NBC PROMOTES McAVITY, KINTNER

TOP LEVEL reassignments at NBC involving new executive posts for Thomas A. McAvity and Robert E. Kintner were announced last week by NBC President Robert W. Sarnoff.

Under the new alignment, Mr. McAvity shifts from executive vice president, television network programs and sales, to executive vice president, staff, and Mr. Kintner moves from his post of executive vice president to the position vacated by Mr. McAvity. Both will report directly to Mr. Sarnoff.

Mr. Sarnoff explained that Mr. McAvity will concentrate primarily on the development of new programs and talent for television and on strengthening existing tv properties.

Mr. Kintner, who joined NBC on Jan. 1 after resigning the presidency of ABC, has been coordinating all color activities, a responsibility he will continue to hold along with programming and sales. Mr. Sarnoff pointed out that color has now become an integral part of programs and sales, and thus by joining all three activities under Mr. Kintner, NBC's color drive could be expected to accelerate in the future.

Emanuel (Manie) Sacks, vice president, television network programming, and William R. Goodheart Jr., vice president, television network sales, will report to Mr. Kintner under the new alignment.

MR. McAVITY

MR. KINTNER

In addition to his appointment as a staff executive vice president, Mr. McAvity, who has been in tv programming with NBC in various capacities since October 1951, becomes chairman of the NBC talent and properties committee and will serve as a member of the NBC program board (of which Mr. Sarnoff is chairman) and of the NBC executive council that forms major company policies.

Mr. Sarnoff viewed the appointments as placing "two of the most experienced and gifted executives in our industry in positions for which they are ideally suited by background and training.

TV NETWORKS GAIN RECORD AUDIENCE

- **1956 months top those of '55**
- **TvB makes percentage study**

THE TV network audience of 1956 was at an all-time high with each month of that year exceeding the comparable monthly audience of 1955, the Television Bureau of Advertising reported last week.

The average evening tv advertiser reached 17% more homes in 1956 than in 1955; average daytime tv advertiser 18% more homes during the week and 24% more homes with daytime weekend programming than in 1955. The figures released by TvB were based on A. C. Nielsen Co. findings and included January-December of each year.

The average evening network program reached more than 1 million homes per broadcast last year over the number of homes per broadcast in 1955, while the average increase for weekday daytime programs was 418,000 homes, and 823,000 more homes for the average weekend daytime program. The full table as released by TvB:

	Rating (PSB)	Homes (+000)	% Change
Average Evening Program			
1955 (134)	21.3%	6,035	+17
1956 (135)	21.8	7,073	
Average Weekday Daytime Program			
1955 (47)	8.2%	2,325	
1956 (51)	8.5	2,743	+18
Average Weekend Daytime Program			
1955 (19)	14.2%	3,453	
1956 (19)	14.9	4,276	+24

(NOTE: Figures in parenthesis are the number of programs.)

NBC-TV Cites Advance In Afternoon Audience

IN a follow-through to its release of data showing gains in daytime program ratings and sponsorships [B•T, Feb. 4], NBC-TV last week released additional data which the network said establishes it as the No. 1 network in average afternoon audiences, and represents the "most pronounced change in afternoon television program viewing habits in the medium's history." NBC-TV's research was based on latest Nielsen rating service data.

Hugh M. Beville Jr., vice president, planning and research for NBC, commented that the network's "vitality of new daytime programming" has "vastly improved NBC's competitive position" and "raised the entire level of daytime sets in use." He noted that last year there were nearly 750,000 more homes tuned to daytime tv during the average minute than during the year previous.

The afternoon period covered is 2:30-5:30 p.m. EST. NBC-TV claimed that during that segment the network delivers 3.7 million homes, or 76% better than a year ago. Also claimed: *Queen for a Day* (Mon.-Fri., 4-4:45 p.m.) and *Comedy Time* (Mon.-Fri., 5-5:30 p.m.) are the two top-rated regularly scheduled "adult programs" on daytime tv; NBC-TV's average daytime program (11 a.m.-1 p.m. EST and the 2:30-5:30 p.m. EST) delivers 3,170,000 homes "or more than many nighttime programs on the third network [ABC-TV]"; during the 11 a.m.-1 p.m. period it reaches 2,370,000 homes, or 41% above that of a year ago, and has achieved a 27% rise in the past year in its average audience ratings during the

11 a.m.-1 p.m. segment.

In the latter segment, NBC-TV asserted that the only other network [CBS-TV] that has a full programming schedule "has suffered a decrease of 16%."

Sevareid Challenges Program Cancellation

CBS should take another look at its whole news policy, Eric Sevareid, network news analyst, suggested last week following the network's action in stopping a radio script he had prepared for on CBS Radio network at 9:25 p.m. last Wednesday.

The program dealt with the State Dept. ban on travel in Red China by American newsmen.

Mr. Sevareid told B•T it was the first time in 17 years that one of his programs had been killed in its entirety. He said no ill-will was involved in the action by CBS editors, who decided the script was "too editorial" and violated the CBS policy permitting news analysis but banning editorial comment.

The script was "mild" and "not dynamite," Mr. Sevareid said. He termed the question of editorializing an internal network matter. "What is analysis, and what is opinion or editorializing?" he asked. "Possibly the differences can never be resolved. The distinctions can be fine, narrowing down to the opinion of an editor."

While Mr. Sevareid was at the CBS Washington news headquarters at the time the script was rejected, he said there wasn't time to prepare a new program. An interview on Indonesia between Blair Clark, CBS New York, and Robert Pierpont, CBS Far Eastern correspondent, was substituted.

The script was stopped by James G. Roper, CBS Washington news editor, after conferring with John Day, CBS news director in New York.

Mr. Roper said he felt the Sevareid script was arguing on behalf of sending correspondents to Red China and at the same time criticizing the State Dept. for its opposite stand. He interprets the network policy as permitting analysis to clarify understanding of the news but not covering statements which tell the listener which side to take in a controversy or leading toward one conclusion.

CBS Names Crothers, Ilott To Newly-Created Positions

NEW posts of directors of public service broadcasts and of religious broadcasts at CBS have been created and are being filled, respectively, by Dr. George Crothers, formerly director of educational and religious broadcasts, and Pamela Ilott, formerly supervisor of CBS-TV's *Lamp Unto My Feet*.

Irving Gitlin, CBS director of public affairs, outlined their responsibilities as: Dr. Crothers, all network programming involving outside groups and organizations as well as special broadcasts for educational, welfare and charitable purposes; Miss Ilott, all network programs in the religious area and contact with denominations and individuals involved in the shows.

Partial Agendas Given For BMI's Tv Clinics

AN advance and near-complete list of chairmen and speakers for its series of five two-day tv program clinics to be held next month was released last week by Broadcast Music Inc. Clinics will be held March 4-5 at the Texas Hotel, Fort Worth, and at the Biltmore Hotel, New York; March 7-8 at the Dinkler-Plaza Hotel, Atlanta, and the Sheraton-Blackstone Hotel, Chicago, and March 11-12 at the St. Francis Hotel, San Francisco.

Speakers at the Fort Worth and Atlanta sessions: Marshall Pengra, KLTV (TV) Tyler, Tex., on local low-cost tv programming, including daytime and live programming in a small market; Ed Breen, KQTV (TV) Ft. Dodge, Iowa, on program and station promotion; Frank Fogarty, WOW-TV Omaha, on local tv news, weather, sports and special events; Charles Vanda, WCAU-TV Philadelphia, on inventive twists in tv programming; James Kilian, WAAM-TV Baltimore, on traffic control. John Quigley, KAKE-TV Wichita, Kan., will speak in Fort Worth, and Lee Ruwitch, WTVJ (TV) Miami, will speak in Atlanta on public service programming. Philip Wygant, WBAP-TV Fort Worth, will discuss color tv problems

WHEC Rates FIRST with Rochester Listeners

Out of 360 Quarter-Hours Mondays thru Fridays, In Competition with Five other Radio Stations

WHEC RATES 275 FIRSTS and 10 Ties!

Here's the Breakdown:

	WHEC	Station B	Station C	Stations D E & F
*FIRSTS in the Morning	115	0	5	0
*FIRSTS in the Afternoon	70	50	0	0
*FIRSTS in the Evening	90 (10 ties)	0	20 (10 ties)	0

*COMPLETE ROCHESTER PULSE REPORT OCTOBER 1956

BUY WHERE THEY'RE LISTENING . . . ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester NEW YORK 5,000 WATTS

Representatives EVERETT McKINNEY, Inc. New York, Chicago. LEE F. O'CONNELL Co. Los Angeles, San Francisco

at the Fort Worth session, and F. E. Busby, WTVY (TV) Dothan, Ala., on children's programming.

Chairmen for the Fort Worth clinic include Alex Keese, WFAA-TV Dallas; Gene Cagle, KFJZ-TV Fort Worth; Roy M. Flynn, KRLD-TV Dallas, and George Cranston, WBAP-TV Fort Worth.

Speakers at the New York session—Gordon Gray of WOR-TV New York has been announced as a chairman—will include William A. Fay, WROC-TV Rochester, N. Y., on program and station promotion; Norman Knight, WNAC-TV Boston, on film programming; Otto Brandt, KING-TV Seattle, on integrating the station in the community through local news, weather, sports and special events; Haydn Evans, WBAY-TV Green Bay, Wis., on local low cost tv programming, and S. John Schile, KLOR-TV Portland, Ore., on traffic control. These speakers also are slated to appear in the Chicago and San Francisco clinics. Also listed for New York only: Peter Kenney, WKNB (TV) New Britain, Conn., topic not announced, and Sam Cook Digges, WCBS-TV New York, on public service programming.

Listed for Chicago only are George M. Comte, WTMJ-TV Milwaukee, on public service and Carl Fox, KYTV (TV) Springfield, Mo., on camera technique, sets, scenic art and lighting, and for San Francisco only: Philip Lasky, KPIX (TV) San Francisco, on programming for, and by, children. Easter Straker, WIMA-TV Lima, Ohio, is slated to talk about maximum production with minimum equipment and a small staff to both the Chicago and San Francisco sessions.

Clinic chairmen at Chicago will include Ward Quaal, WGN-TV Chicago; William Craig, WLBC-TV Muncie, Ind.; Don DeGroot, WWJ-TV Detroit, and Dan Schuffman, WBKB (TV) Chicago; at San Francisco, Terry Lee, KOVR-TV Stockton, Calif.; C. Howard Lane, KOIN-TV Portland, Ore.; Joseph Drilling, KJEO-TV Fresno, Calif., and Ewing C. Kelly, KCRA-TV Sacramento, Calif. At the Georgia session, Gov. Martin Griffin, as speaker, will be introduced by Dean John E. Drewry of the Henry W. Grady School of Journalism at the U. of Georgia, Athens.

ASCAP 'Blackout' Claim Called Fantasy By BMI

ASCAP's expressed fears that broadcasters and BMI have enough power to impose another "blackout" on ASCAP music similar to that in 1940-41 were labeled "pure fantasy" by BMI last week. The statement came as BMI replied to ASCAP charges in testimony before the House Antitrust Subcommittee last September, and marked the final documents to be entered into that investigation of alleged monopoly among the tv networks.

The music licensing organization said the "economics of the situation" make elimination of rival ASCAP music impossible.

BMI said ASCAP negotiated with networks and stations in 1949 for the calendar years 1949-53, with each station and network having the right to reject the terms. Although the former DuMont Tv Network and a group of independent tv stations didn't accept the negotiated ASCAP fees and the issue went to court, DuMont, the tv stations and ASCAP settled rates out of court early in 1954 for the 1949-53 period, BMI said, adding that the terms of settlement were no better for ASCAP than the negotiated rates. BMI said ASCAP's president at that time called the settled rates "very advantageous to us."

All stations and networks negotiated rates in 1954 for the years 1954-57 and these terms were no better for ASCAP than the 1949-53 terms, BMI added.

BMI also submitted a telegram from President Carl Haverlin to stations last September saying BMI regarded "unsworn testimony" by ASCAP members as demonstrating "lack of confidence in their law suit (Songwriters of America, a group of ASCAP members, against BMI and broadcasters) and the hope publicity will lead to acceptance of baseless charges that they can't establish by legal proof."

He called the ASCAP testimony a "thirst for return of the unrestricted monopoly in music licensing that existed before BMI was founded." He said BMI will "continue to refute all such irresponsible attacks as those brought before the committee."

BMI furnished a list of persons and firms BMI believes have had "dual affiliations" with both BMI and ASCAP and other lists indicating those BMI believes are affiliated with only BMI or with ASCAP.

Telecasting Firm Shows Color Closed-Circuit Tv

CLOSED CIRCUIT Telecasting Systems Inc., New York, last Wednesday began a week-long series of demonstrations of color closed-circuit television for advertising agencies, advertisers and newsmen. The demonstrations are scheduled daily from 2:45-3:30 p.m. at CTS' new studios at 237 W. 54th St., New York 19, N. Y.

Fanshawe Lindsley, president of CTS, said that "color closed-circuit telecasting has obsoleted black and white." He said "the bottleneck networks temporarily face is the surprising public resistance to the purchase of color receivers," adding that "transmission-wise, color is here and that is what interests CTS clients."

Mr. Lindsley reported that CTS, organized in December 1956, has invested more than $250,000 in color equipment, which also projects in black-and-white. Other officers of CTS are Arthur O. Choate Jr., chairman of the board; William Rockefeller, secretary, and Tom W. Judge, sales vice president.

PROGRAM SERVICE PEOPLE

William F. O'Boyle, Columbia instrument division of Columbia Records, N. Y., to Capitol Records, Hollywood, as manager of phonograph operations.

BOTH SIDES PRAISE NEW BAY AREA PACT

- **Four stations, AFTRA agree**
- **Call contract forward step**

FOUR independent radio stations in the San Francisco Bay area are operating under a new AFTRA agreement reached in what is described as a forward step in joint labor bargaining.

Merged into a station negotiating unit that acted for all four outlets, the station quartet—KYA and KSFO San Francisco, KROW and KLX Oakland—bargained as the Bay Area Independent Broadcasters Assn. The stations retained Laurence P. Corbett, of the St. Sure, Moore & Corbett law firm, as bargaining representative [B•T, Dec. 24, 1956, to Jan. 21].

Three of the stations—KYA, KSFO and KROW—were struck by AFTRA. When negotations with the union wound up Jan. 19, both sides claimed victory. Both sides made concessions in reaching a settlement.

The stations, according to BAIBA, gave a "death blow" to AFTRA's "demand for network talent fees for staff announcers employed by San Francisco independent radio stations." AFTRA, in the report to members issued by Bruce Poyer, executive secretary of the union's San Francisco local, calls the agreement "highly satisfactory," with "the principle of base wage parity maintained" and a pension and welfare fund to be effective for staff announcers June 1.

Both Pulled Through

Both sides also found much to cheer about in the way they lived through the strike period. To quote the AFTRA report: "The cards we showed when management called our hand proved conclusively that the membership can meet a crisis requiring its wholehearted effort and cooperation and come out on top. We proved, through the full support and assistance of NABET and the IBEW [whose members refused to cross AFTRA picket lines and so in effect joined in the strike], that the allied unions in the radio and television industry can pull together and steer a single course based firmly on similarity of purposes, aims and interests. We proved, finally, that we can count on the full support and cooperation of all organized labor in this area, as evidenced by the invaluable assistance we received from both the San Francisco and Alameda County Labor Councils."

The BAIBA report notes with satisfaction that although AFTRA, in cooperation with other unions, "applied pressure to advertisers by placing such advertisers on published 'unfair' lists when they did not cancel advertising immediately," in the "fourth week of the strike the record showed that KSFO and KYA had maintained an average of 93.8% of the advertising they had on the eve of the strike. The effect of the strike on KROW advertisers was not evident at all."

BAIBA also points out that when the strike came (Dec. 19 for KSFO, with KYA and KROW struck within the following

three weeks), "the stations were prepared. They continued without interruption to operate efficiently with administrative and supervisory personnel. In fact, both San Francisco stations, KSFO and KYA, increased their air time during the strike from 18 to 24 hours a day. Many new transcribing and automation techniques, heretofore prohibited by the union contracts, were successfully explored by the struck stations."

Settlement, negotiated under the aegis of the San Francisco and Alameda County Labor Councils, provided for a two-year firm contract with a $10 a week increase from the former base pay of $150 a week retroactive to Nov. 1, 1956, a $5 a week increase effective Nov. 1, 1957, and a 5% health, welfare and pension program effective June 1, 1957. Mr. Poyer hailed these provisions as a victory for AFTRA in establishing the principle of base pay parity, as during the concluding year of the two-year agreement the staff announcers at the independent stations will be receiving the same base pay as those at network affiliated stations.

All parties involved expressed satisfaction with the new night shift clause, providing that announcers working an after-midnight shift shall work only six hours a night instead of eight, or a 30-hour week instead of a 40-hour week, for the same base pay as the others. BAIBA reports that "the stations secured the night-shift clause they had proposed." AFTRA says "we were able to establish a night-shift premium."

Major victory for the broadcasters was the elimination of the talent-fee demands of AFTRA, extra pay above base pay for announcers working on sponsored programs on the theory, according to Mr. Poyer, "that such pay is a sort of commission, based on the assumption that these announcers are in a sense salesmen." Mr. Poyer denied that AFTRA sought to impose on independent stations the same talent fees paid by network stations, stating the fees asked of the independents were only 25% of network fees, but he admitted that AFTRA had wanted the stations to accept the principle of exra fees for work on commercial programs.

Quoting the comment of a spokesman of the independent stations that "this settlemen clearly recognized the difference between network and independent broadcasters," the BAIBA report concludes: "The results support the conclusion that independent radio stations cannot be forced to accept the principle of pay within pay—or, in other words, to compensate a staff announcer at $160 a week for appearing at the station and then pay him a fee for any air work he performs. In the opinion of the member stations of the association, the talent-fee issue is dead, and the association has gained in collective-bargaining strength and respect."

NABET, WEJL Dispute Ends; WKBN-AM-TV Settlement Seen

NABET employes of WEJL Scranton, Pa., on strike since Thanksgiving, returned to work Feb. 3 following agreement with management on settlement terms. Details of the

MORNING DOMINANCE GREATER THAN EVER!

IN CHATTANOOGA,

Ask the BRANHAM BOYS–

See The NEW HOOPER!

BEST BUY in the 79th MARKET

NBC AFFILIATE

WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO

THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

settlement were being worked out last week.

Final settlement of the NABET strike at WKBN-AM-TV Youngstown, Ohio, seemed near at the weekend as contracts were being drafted for signature. The strike started last December, with picketing activities limited by a court injunction that was granted following attacks on Warren P. Williamson Jr., president-general manager, and Stu Wilson, farm director [B•T, Jan. 7, Dec. 24, 1956].

Court Keeps Restraint On AFM Fund Payment

CALIFORNIA recording and film companies, who have agreed to make royalty payments into the Music Performance Trust Fund established by the American Federation of Musicians as a condition of the right to employ AFM members, will not be able legally to make payments of some $200,000 due Feb. 15.

The California District Court of Appeals in Los Angeles last Wednesday ordered Superior Judge John J. Ford not to dissolve a temporary restraining order preventing payments by these companies into the fund until a hearing is held Feb. 21 on the question of jurisdiction of the superior court in this matter. Judge Ford last month denied a petition of a group of Hollywood musicians, members of AFM Local 47, for an injunction to prohibit such payment until a trial on merits has been held of the suit of these musicians to have the trust funds abolished and the payments made instead to the individual musicians employed in making the recordings or films [B•T, Jan. 28].

Judge Ford's refusal to issue the injunction was based on his opinion that Superior Court of California does not have jurisdiction in the matter because Samuel R. Rosenbaum, trustee of the music fund to whom payments are made, is located in New York, In ordering the Feb. 21 hearing and the continuance of the temporary restraining order, which Judge Ford was to have dissolved last week, the Court of Appeals order said that the superior court "probably has jurisdiction" despite the fact that Mr. Rosenbaum is not a resident of California.

After the rebel musicians filed their two suits in California against the AFM, one over royalties on phonograph records, the other over fees for the use of old movies on television, asking a total of more than $13 million in damages [B•T, Nov. 26, 1956, *et seq*], Mr. Rosenbaum filed suit in New York Supreme Court asking for a declaratory judgment on the validity of the trust fund agreement [B•T, Jan. 7]. In the hearing before Judge Ford, counsel for the recording and film companies who have agreed to make payments into the fund, urged the court to deny the injunction on grounds of lack of jurisdiction in the absence of Mr. Rosenbaum, designated as an "indispensible party" to the litigation. They also pointed out that differing votings in California and New York might require them to make double payments.

'56 RADIO SET SALES SET RECORD

MORE radio sets were sold by retail stores last year than any year in the medium's history.

The public bought 8,332,077 radios in 1956, not including auto receivers which move direct to the motor industry. In 1955 6,863,676 radios were sold by stores.

In announcing the set figures, the marketing data department of Radio-Electronics-Tv Mfrs. Assn. said that 6,804,783 tv sets were sold at retail in 1956 compared to 7,421,084 the previous year.

Radio set sales in December, totaling 1,651,950 units, were well above the 1,388,801 sets sold in the same 1955 month. Tv set sales were up slightly for the month, numbering 957,193 units compared to 933,467 in December 1955.

RETMA announced that 13,981,800 radio sets were manufacturer in 1956. Of these, 5,057,409 were auto radios, or a total of 8,924,391 home and portable radios made during the year. The total radio production in 1955 amounted to 14,528,777 sets, the 1956 decline being traceable to the drop in production of automobiles. Auto set output totaled 6,863,676 units in 1955.

Television production totaled 7,387,029 sets in 1956 compared to 7,756,521 in 1955, according to RETMA. Of the 1956 production, 1,035,236 tv sets (14%) had uhf tuners compared to 1,181,788,788 uhf models made in 1955. Only 11,831 tv sets had separate tuners for the fm audio band.

Of 626,984 tv sets produced last December, 104,205 had uhf tuners.

Sales of tv picture tubes by factories totaled 10,987,021 units in 1956, setting an alltime annual record. Sales in 1955 totaled 10,874,234 tubes. Sales of receiving type tubes totaled 464,186,000 units in 1956 compared to 479,802,000 in 1955.

Following are factory radio and tv set production totals for 1956:

	Television	Auto Radio	Total Radio
January 1956	558,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 weeks)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 weeks)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
August	612,927	198,087	990,845
September (5 weeks)	894,211	349,790	1,319,189
October	820,781	547,818	1,348,864
November	679,993	609,139	1,381,831
December (5 weeks)	626,984	840,359	1,715,209
TOTAL	7,387,029	5,057,409	13,981,800

Emerson Sales Down $13 Million; Abrams Blames Bargain Hunters

A SOFTENED tv set market in the U. S. made it hard for Emerson Radio & Phonograph Corp. officials at a stockholders meeting in New York last week. Emerson's earnings have dipped from $2,468,063 or $1.28 per common share in fiscal 1955 to $84,852, equal to four cents a share, in fiscal 1956 which ended last Oct. 31. Sales dropped about $13.5 million, from $87,383,028 in 1955 to $73,882,029 last year.

Several stockholders criticized Benjamin Abrams, president of Emerson, and other top officials and directors. They wanted to know why earnings had been so poor. Mr. Abrams explained black-and-white set buyers were purchasing lowest-priced receivers on which there is little profit and that the public now will buy monochrome sets only at bargain prices because it thinks color tv sets in the mass market price "is just around the corner." Because of poor sales an industry-wide cutback in production of black-and-white receivers will occur in the next few months, he added.

Sales are lagging because of the January drag, asserted Mr. Abrams, describing last month as beset by very poor sales. Industry that month, he reported, produced 25% more monochrome sets than it sold, leaving manufacturers with 100,000 more sets on their hands than they had at the same time in 1956.

RCA Markets New Tv Camera, Cites Economy, Simplicity

A NEW black-and-white tv studio camera that uses a vidicon pickup tube and an advanced electronic circuitry was announced Tuesday by E. C. Tracy, manager of RCA's broadcast and tv equipment department. The camera (TK-15) is expected to meet a need for a professional quality monochrome instrument that can provide economy and the simplicity that goes with vidicon-tube design. It can be used for studio-type telecasting in station operation or for industrial, educational or medical centers.

The camera has a seven-inch kinescope viewfinder, which RCA claims is the largest thus far developed for vidicon-type tv cameras and which permits direct monitoring. Built-in video operating controls can be operated at location or remotely. RCA notes that the combination of the viewfinder plus operating controls makes possible a one-man operation of the complete camera chain. Other features include an advanced circuitry that reduces tube complement and control adjustments; a new type non-linear optical focus; a four-lens turret for quick and precise shifting by the operator, and self-contained, variable gamma circuit for high quality gray scale rendition.

DuMont V.P. Resigns

RESIGNATION of Keeton Arnett as a vice president of Allen B. DuMont Labs, effective Friday, was announced last week by David T. Schultz, DuMont president. Mr. Arnett will become executive vice president of the Chamber of Commerce of Greater Philadelphia.

Mr. Arnett had been with DuMont for six years as a consultant, assistant to the president and a vice president.

D. C. Electronics Exhibit Opens

EXHIBIT of electronic equipment, designed to show technological progress in the field, will open Feb. 11 in the main lobby of the Dept. of Commerce Bldg., in Washington. The display will be open until March 8. A score of electronic manufacturers will show latest developments as well as historic items. Mycalex Corp. of America will show part of the famed Princeton tube collection.

PUPILS BUY RCA

VOTE of confidence in RCA was cast last Tuesday by a "syndicate" of 21 individual investors, the day the stock market underwent a severe setback. The investors: members of the sixth grade at the Fox Meadow School, Scarsdale, N. Y., who, after a searching analysis of 15 leading stocks listed at the New York stock exchange, picked RCA.

The "syndicate" was formed three months ago, ostensibly to finance a trip to Sturbridge, Mass., to study Puritan culture. The trip never came off, but the young businessmen and women found themselves with over $300—a sum collected from such chores as washing cars and mowing lawns.

As thoughts turned from Puritan stock to preferred, the "syndicate," sparked by their teacher, Jacob I. Aronson, placed the order for one share shortly after 3 p.m., Feb. 5, and RCA rallied. However, it closed at 32½—off ⅜—in spite of the new "support."

New Television Picture Tube Placed on Market by RCA

INTRODUCTION by RCA of a new television picture tube (RCA-17BZP4), having a 16-9/16-inch diagonal envelope and a deflection angle of 110 degrees, was announced last week by L. F. Holleran, general marketing manager, RCA Tube Div.

Mr. Holleran said the new tube has an overall length approximately three inches shorter and a weight five pounds lighter than types having the same size faceplate and 90 degree deflection. He claimed these features establish "new concepts for cabinet styling and for the design of more compact tv receivers." Mr. Holleran added that the 17BZP4 has "a completely new electron gun of the 'straight' type, having improved focus and a unique pre-focus lens system to maintain image sharpness over the entire screen."

Mr. Holleran also reported that the division has developed a new shielded-grid beam triode (RCA 6949), "capable of generating useful continuous radio-frequency power in the order of 500 kw at high efficiency and with exceptionally low driving power."

Two More Video Tape Recorders Purchased From Ampex by ABC

TWO MORE Ampex video tape recorders have been purchased by ABC from the Ampex Corp., Redwood City, Calif., and were to be shipped to the network this month, Ampex officials said last week. This brings ABC's total to three video tape recorders.

Other recent network purchases include five by CBS, and three by NBC, said Phillip L. Gundy, vice president and general manager of Ampex audio division.

Ampex's prototype video tape recorder construction program is expected to reach completion this month with the shipment of the two recorders to ABC, Mr. Gundy added. There now are 11 engineering prototypes in the field, he said.

MANUFACTURING PEOPLE

William H. Moore, general counsel, Packard-Bell Electronics Corp., Los Angeles, appointed vice president in addition to his present duties.

Carl W. Zemke, director of administrative services, RCA Labs, N. Y., named manager for finance and services of special systems and development department, RCA Defense Electronic Products. **James A. McFadden Jr.,** controller, RCA Labs, succeeds Mr. Zemke.

Howard F. Messick, sales staff, Cincinnati parts division, Sylvania Electric Products Inc., to district sales manager in Chicago parts division.

Dr. John K. Hilliard, chief engineer of sound systems, Altec Lansing Corp., L. A., to director of advanced engineering in Lansing's Beverly Hills Operations.

Garth J. Heisig, staff consultant, Motorola Inc., Chicago, named director of tv engineering, succeeding **Edward B. Passow,** who joins Zenith Radio Corp., same city, as head of engineering for special products division. **William Hinton,** appointed Mr. Heisig's assistant. Also named were **Karl H. Horn** as chief tv engineer and **Lawrence Mattingly,** assistant chief tv engineer.

Joseph P. Roveto, Los Angeles sales office, Raytheon Mfg. Co., to manager of semiconductor diode sales at Raytheon's receiving and cathode ray tube operations, Waltham, Mass.

Donald M. Guiler, staff member of Raytheon Mfg. Co.'s production control staff, to assistant manager of its equipment marketing division, order service department, Waltham, Mass.

Warren Knauer, formerly assistant to president of General Package Corp., appointed staff assistant in Automotive Products Div. of Motorola Inc., Chicago.

John Fortino, John Bollato, Gerald Culhane, Richard C. Gigax, D. A. O'Connor and **Gerald Michaelson,** all field sales promotion specialists for Magnavox Co., Ft. Wayne, Ind., named zone promotion managers with headquarters in New York, Philadelphia, St. Louis, Tulsa, Chicago and Los Angeles, respectively.

MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipments of two live color cameras to WFGA-TV Jacksonville, Fla. (ch. 12), and 18-section superturnstile antenna to KTBC-TV Austin, Tex. (ch. 7).

Sylvania Electric Products Inc., N. Y., announces it will close its tv cabinet plant in High Point, N. C., because of "continued decline in consumer demand for fine wood cabinets." Plant closing to be effected over gradual period.

Biggest Twin Cities traffic jams are in store aisles—downtown, uptown, wherever WLOL's Big 5 disc jockeys say "Go!" Local businessmen know that. That's why they buy WLOL in preference to any other station.

The local businessman will tell you too that WLOL-delivered crowds reach first for WLOL-sold brands. It's a merchandising fact that will work for you! Let B-5 selling impact send the aisle-jammers your way!

WLOL

Top Independent Radio in
MINNEAPOLIS • ST. PAUL
1330 on the dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

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AM RADIO SALES

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BMI

MILESTONES
for March

BMI's series of program continuities spotlights the important events on the American scene. March's release features five complete half-hour shows—smooth, well-written scripts ready for immediate use.

"CIRCUS & CARNIVAL MAN"
P. T. Barnum
March 3, 1957

"HAVE WANDERLUST; WILL TRAVEL"
(World Wide Travel)
March 10, 1957

"GIRL SCOUTING—A FAMILY AFFAIR"
(Girl Scout Week)
March 10-16, 1957

"ST. PATRICK'S DAY"
March 17, 1957

"GOURMETS & RECIPES"
(Hobby-Cookery)
March 24, 1957

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

PGW FINDS AGENCIES SELDOM USE LOGS

- **Rep firm conducts study**
- **Says schedules aid little**

WHAT happens to many station program schedules once they reach the advertising agency?

Contrary to popular belief, most do not serve as sales aids or promotion pieces, with 40% going directly into timebuyers' wastebaskets, according to a survey being released today (Monday) by Peters, Griffin, Woodward, station representatives.

Of 1,700 questionnaires mailed last fall [B•T, Nov. 26, 1956], PGW got a 15% response, and of this number, only 14% replied that they use the program schedules by filing them in personal files. Forty percent said they throw them away, while an equal number said they file them in a central source.

Accompanying qualifying comment showed that most program schedules filed are those on which the agency has broadcast campaigns running. Schedules are thrown away to avoid confusion and save time and space. Principal complaints were that the schedules are outdated by filing time and that "we can always get them when needed by calling the reps."

Of timebuyers who use program schedules, 91% indicated "when buying to use with availabilities;" 38%, "to study when planning campaigns," and 35%, "to write on in plotting schedules."

"Thus," concludes PGW, "the idea that a program schedule 'doubles' as a promotion piece is remote . . . a market is not added to a national list or a station selected over its competition because of a program schedule."

How could the schedules as they exist today best be improved? PGW asked its sample to write in their likes and dislikes about the current mailing system and its contents. This is what the agencies told them:

• They would like: More coverage maps, market data, regular monthly mailings, separate pages for merchandising service, shorter (average length, 4 pages) schedules, some standardization of contour maps (to .05 mv), explanations of how the various time zones would affect programming, some background on the station (e. g., history, frequency, power, broadcast day), rates for "a" minute and station breaks, complete listings of services (i. e., news, weathercasts), and a standardization of the broadcast week (agencies in the east and central states prefer working their schedules on a Monday-Saturday basis while agencies in the southwest and west indicated a preference for a Sunday-Saturday week).

• They don't like: The abundance of "success stories" in the guise of station statistics, vivid color tint boxes which obscure the type, lack of clear cut separation between program format description and personality blurbs, and an absence of station identification by town, county and state. PGW spokesmen indicated that this last complaint seemed "so elementary that it came as a shock when many agency people in different parts of the country mentioned it."

KDKA-TV ASSISTS POLICE

KIDNAPPING of nine-year-old Mary Catherine Haas touched off a dramatic manhunt last week by Pittsburgh police, but it was tv which is credited with her return to her distraught family.

KDKA-TV news director Bill Burns briefed the news budget on his 11 p.m. show and devoted the bulk of the 15 minutes to the nine-year-old. The child's mother appeared on the program with pictures. Within minutes after program ended, before the parents had time to leave the station, the tot was reported found by a listener. It is believed that her release was the result of the station's spotlight on the incident.

KDKA-TV announced the safe return of the child and the family expressed gratitude. Wire services and papers credited KDKA-TV with speedy return of the child.

WSM-TV Still Puzzled Over Tower Collapse

WSM-TV Nashville, Tenn., was still undecided at the weekend about its tower problem following collapse of a new 1,262-ft. mast last Monday. Four workmen were killed. Investigation by General Electric Co., contractor, along with subcontractors, had not yielded an explanation of the collapse.

The $400,000 tower, fabricated by Blaw-Knox Co. from the U. S. Steel Corp's new T-1 steel, was described as having three times the strength of standard structural material normally used in tower construction. Only a light wind was blowing at the time.

GE had been testing the new antenna on the ground and had told WSM-TV a few days earlier that work would be completed within the month. Weight of the tower was about a third less than similar structures in the 1,300-foot range because T-1 steel was used. With each component member small in diameter, less surface was exposed to wind stress, according to WSM-TV.

John H. DeWitt Jr., president of WSM Inc., made this statement: "Everyone at WSM-TV deeply deplores the tragedy which occurred this afternoon when the new tv tower being erected in West Nashville fell. The tower was being put up by General Electric under a contract with WSM Inc. It had not been completed or turned over to WSM-TV. We do not know what caused the tower to fall." The accident did not interfere with present WSM-TV transmission.

Erection was subcontracted to John F. Beasley Construction Co., of Muskogee, Okla. The four dead workers are Donald Ward Kinnan, 25, Tucson, Ariz.; Ray H.

BEFORE (Jan. 22) and after (Feb. 4) collapse of the new tower being erected in West Nashville, Tenn., for WSM-TV. Cause was still unknown last week.

Maxwell, 33, Jacksonville, Fla.; Robert Lee Kirshner, 30, California, Mo., and George Pressler, 33, Union City, Tenn.

Collapse of the tower started, it was stated, while riggers about half-way up were adjusting tension of guy wires. Two of the workers fell on the transmitter house roof and the others were thrown away from the direction of fall. A fifth, on the ground, was treated for shock.

An AP story quoted G. A. Wallenstrom, GE engineer, who was present at the time, as saying, "I've never seen anything like it and I've been in the business for 34 years." AP said that viewers of the WSM-TV *Modern Romances* were cut in on the phone call from the transmitter house, hearing these words from the disaster scene, "Oh, my God. Send help. The tower has just fallen down. Help, quick."

The 1,250-foot tower of WMT-TV Cedar Rapids, Ia., was blown over Dec. 10 in a high wind shortly before completion of erection. A 650-foot tower of KGEO-TV Enid, Okla., collapsed in October while the antenna was being lifted out for transfer to a new tower.

COACHED VIA TV

TELEVISION was credited with an important assist in the basketball victory scored by St. Francis Catholic High School, Parkersburg, W. Va., over Spencer High, Spencer, W. Va.

The game was the first remote carried over ch. 15 WTAP-TV Parkersburg.

The Catholic high school coach was in the hospital suffering from ulcers, but a portable tv set was placed aside his bed and he coached his team by telephone as he watched the play over the set.

The score: St. Francis, 85; Spencer 56.

McClatchy Promotes Collins; Other Shifts Announced

KEITH B. COLLINS, formerly station manager of KFBK Sacramento, Calif., has been appointed sales director of the McClatchy Broadcasting Co.

Frank Devaney, has been named to replace Collins. Ramsey G. Elliott, program director of KMJ Fresno has been named station manager of that outlet. Jeff Nagle, of the announcing staff, will be program director.

The McClatchy stations are: KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KERN-AM-FM Bakersfield, KBEE-AM-FM Modesto, all Calif.; KOH Reno, Nev.

WBZ-TV Gets Red Sox Tv Slate

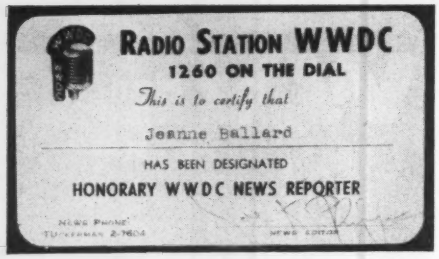
WBZ-TV Boston, a Westinghouse Broadcasting station, has signed to telecast the entire 51-game Red Sox baseball tv schedule for the 1957 season, according to Franklin A. Tooke, general manager of the Boston station.

The schedule includes 33 home games and 17 away games, with seven night games to be played at Boston's Fenway Park.

Sponsors of the ball games include Liggett & Myers (Chesterfield and L&M filter cigarettes) through McCann-Erickson; Narragansett Brewing Co. through Cunningham & Walsh, and the Atlantic Refining Co. through N. W. Ayer.

WPAT-AM-FM Plan New Building

A NEW building that would house all facilities of WPAT-AM-FM Paterson, N. J., is on the drawing board, according to Dickens J. Wright, president and general manager. Current plans are to erect a building, in contemporary design of glass and masonry, at Broad St. and Hepburn Rd., Clifton, N. J., site of the present transmitter. In addition to studio facilities, the new structure would contain business offices and a restaurant for personnel.



TWO MILLION TIPSTERS

WWDC Washington Finds Dollars-For-Tips Setup Best System For Covering Metropolitan Area

AT 9:35 a.m. last Jan. 30 Joe Phipps, news director of WWDC Washington, answered the phone. A volunteer reporter, one of several thousand who have phoned news tips to the station, said excitely, "A man with a sawed-off shotgun just robbed the Home Building Assn. on Pennsylvania Ave."

A phone check with Washington police verified the tip. At 9:39, eight minutes after the robbery had occurred, WWDC was on the air with a bulletin, explaining that $7,000 had been taken and giving what sketchy details the police could provide.

At 9:47 the station gave a more detailed account and at 10:05 offered a first-hand story from one of the bank's employes.

This fast reporting is typical of a volunteer news service started by WWDC just one year ago, adopting a formula long used by newspapers and broadcasters. Paying $1 to $5 for each usable news tip phoned in by the audience, WWDC is operating a service whose potential news sources reach into a substantial segment of the two million persons living in the Washington metropolitan area. The cost—only $35 to $40 a week.

Ben Strouse, WWDC president-general manager, summed it up this way: "No station can afford to hire as many reporters as the average city desk of a metropolitan newspaper. On the other hand, no station can honestly promote itself as a news station and be satisfied to ride along with the wire services and rewrite the local papers. WWDC, on the basis of a year's experience, believes it has licked the economic problem and at the same time has done an honest news job on a day-to-day basis. When WWDC claims to be 'First With the News' it's not kidding the public or newscast sponsors. Prompt payment for news tips is an important public relations technique. The word has spread and our volunteer staff becomes larger and more efficient every day."

Criss-Cross Directory Helps

Since most of WWDC's tipsters are not trained news people, a fast checking system is used when a tip is received. The criss-cross telephone directory is especially helpful. Last Jan. 22, for instance, a tip came in that an auto had crashed into a bus on E. Franklin St. in Silver Spring during a heavy fog. A check with the fire board yielded only the information that rescue squad ambulances had picked up three persons.

Turning to the criss-cross, the occupant of 216 E. Franklin Ave., was phoned. When Mr. Phipps said, "This is the WWDC newsroom," he was told, "I was just picking up the phone to call you. Does this mean I don't get my dollar?"

After being promised his dollar, he supplied complete details. He not only had heard the crash but also had helped the teenage victims out of the car. At the request of the driver he had informed the parents and then was preparing to call WWDC.

Besides the criss-cross and the usual public agencies, WWDC has a 2,000-name index of persons who are logical contacts for quick reference on any conceivable subject that might be cause for a news tip. If checks with public agencies or residents near the scene of the incident aren't adequate, this name index is utilized.

Frequently, according to Mr. Phipps, the police radios report that "WWDC says such-and-such. Will you check." This can be embarrassing sometimes. A few weeks ago when the station got a tip that a 15-year-old Silver Spring youth had confessed to the murder of a girl classmate, a police check supported the tip. WWDC aired the development, with the boy's father getting his first information from the broadcast, heard by a neighbor.

This problem of airing a name before next of kin gets the word bothered the station until an arrangement was made whereby WWDC withholds the name if the police request. In turn the police agree to call WWDC as soon as they have notified next-of-kin. The day after the tip system was started last year, WWDC was on the air with reports of a serious B&O train wreck between Washington and Baltimore. WWDC had first detailed information and the list of casualties long before other news outlets, even beating the wire services, according to Mr. Phipps. This was tip No. One.

WWDC is seldom bothered by cranks though it naturally gets useless tips, such as the phone call from a lady who supplied the information that Grace Kelly was the mother of a baby prince. Duplicate tips are frequent and the station pays off in some cases, especially when important details are supplied.

A cab driver who phoned that a man had just jumped off the Calvert St. bridge, was asked when it happened. "He's just about landing now," the tipster grimly replied.

About a dozen times a day, in news and personality programs, WWDC will announce that it pays $1 to $5 for any usable news tip broadcast on the air, concluding, "If you see news in the making, call Tuckerman 2-7604." Station personnel, incidentally, are efficient tipsters. Signs are posted on bulletin boards in Peoples Drug Stores, sponsoring 12 daily newscasts.

"Honorary news reporter" cards are given those who send in news.

Over a 12-month period the volume of news tips has steadily grown. "We're worried if we don't get at least one tip an hour," said Mr. Phipps. "On weekends we often get five or six tips within an hour. The average runs 10 to 15 calls a day, with three to 10 used on the air. Frequently we can build an entire newscast around news obtained from tips and we break into personality programs regularly with bulletins. At the same time, we try not to let local news get out of proportion with national and international events."

A spot check of WWDC's records showed these eight typical tips: Ceiling collapsed in Arlington, Va., bank, injuring three; serious multiple car crash on Baltimore-Washington Parkway; man shot in stomach in Jimmy's Grill; fire near Marlboro, Md., three children burned; Suburban Trust Co. official kidnaped in $60,000 bank robbery; Easter egg-hunt riot; robbery of Silver Spring Quick Car Wash and fatal shooting.

Goes After Some Interviews

While the station uses beep interviews only when they add materially to the story, it goes after interviews when the news is important. Last October, the station contacted the Richard Gordon family when the parents and twin daughters (aged 2) were rescued from a Pan American plane that was ditched between Honolulu and San Francisco, claiming a world-wide scoop for its long-distance interview. The Gordons were from Silver Spring.

During the December fires around Malibu, Calif., an Alexandria, Va., woman phoned the station that her sister, formerly of Washington, lived in the area. The sister supplied an eyewitness account of the fire and the destruction of her own house, one of the first lost in the spreading blaze.

The WWDC news staff comprises, besides Mr. Phipps, Tom Slinkard, news editor;

WWDC newscaster Bob Will (l) and News Director Joe Phipps check the location of a news tip.

George Darlington, Maryland U. journalism major, on weekends, Ken Evans and Bob Will, newscasters-announcers—plus, of course, the growing staff of volunteers.

Sponsors like the news formula, according to Mr. Strouse. Clayton R. Sanders, advertising director of Peoples Drug Stores, said he has watched the idea "with interest" and added, "It certainly seems to be paying off in good shape."

In its early weeks the plan brought only occasional results though some of the tips were hot ones. A rate of around 40 usable tips per week was reached by summer, about two-thirds of them usable. Cost for the first year—about $1,300.

WWDC's bookkeeping department, however, takes a dim view of the project, Mr. Strouse said. "Quite a few of our reporters don't cash their checks and our auditing department is going around in circles. Over 200 checks are outstanding, perhaps adorning den walls."

Seminars on Traffic Problems Scheduled for Petry Stations

SPECIAL seminar gets under way Friday for traffic managers and personnel of radio and tv stations represented by Edward Petry & Co. and will continue through May at Petry's New York offices.

Emphasis will be on discussion of traffic problems between station and representative, touching on such matters as the submission of availability data as well as the clearance and confirmation of time and contract execution. The Petry firm, reports Lee Redfield, manager of Petry's special services department, intends to be host for two days to two or three traffic department heads and their assistants weekly over the four-month period. At the same time, the guests will have the chance to make calls on agencies. Findings will be made available after the seminar ends.

Stations to take part in the sessions the first month: WBAL-TV Baltimore; WTAR-AM-TV Norfolk; WICU (TV) Erie; KPRC-TV Houston; WTVD (TV) Durham; WTVH (TV) Peoria; WRNL Richmond; WSM-TV Nashville; WJHP-TV Jacksonville; WESH-TV Daytona, and WNEM-TV Flint-Saginaw-Bay City, Mich.

Five Promoted by KNXT (TV)

FRANCIS HAUGHN, sales traffic manager of KNXT (TV) Los Angeles and CBS Television Pacific Network, has been appointed to the newly-created position of sales service supervisor of the station and regional network. Rudy Wissler, who has been Miss Haughn's assistant, succeeds her as sales traffic manager.

Robert Cole has been promoted from TV city guest relations to be Miss Haughn's assistant, with the title of sales service manager. Van Rubenstein has moved from sales service to the post of national sales representative for KNXT and CTPN. Fred Sherrill transfers from tv city mail department to KNXT and CTPN as assistant sales traffic manager.

TV ACCENTS PRINT AD

IT's no longer startling when a "hinterland" station buys time on a New York radio or tv station to present its "message" directly to agency timebuyers in the New York area. But WBNS-TV Columbus, Ohio, has come up with a new wrinkle: paid announcements on WCBS-TV calling the attention of timebuyers to a double-spread, black-and-white advertisment in the current (Feb. 9) issue of *New Yorker* magazine.

The station placed two 10-second announcements on the station at the first station break after the start of *The Late Show* (feature films)—about 11:30 p.m. EST—on WCBS-TV last Friday and today (Monday). The announcement was a telop of the WBNS-TV two-page ad—picture of a little girl wide-eyed before the tv screen—with copy urging the timebuyer to read about WBSN-TV as the great station for holding the attention of children. Agency handling the buy was Maurice Mullay Inc., Columbus.

KWK Inc. Opens N. Y. Office

KWK Inc. (KWK-AM-TV St. Louis and WGTO Haines City, Fla.) has opened an Eastern sales office at 53 E. 51st St., New York, N. Y., with Jerry Danford as manager. Telephone is Plaza 8-0640.

Arnold Stations Now Operating WTAM With Full New Staff

ARNOLD Stations have assumed control from Republic Broadcasting System of WTAM Decatur-Atlanta and filled all staff positions.

Dick Harvey has been named station manager; Howard Morris sales manager; Ric Marcellan and Harvey Morris have been added to talent; Stanley Brown, chief engineer, and Muriel Chamberlin is traffic director.

WTAM will be located in the Atlanta Biltmore Hotel. (The station broadcasts with 1 kw and holds a cp for 5 kw.)

Other Arnold Stations are WINN Louisville; WALT Tampa; WMFJ Daytona Beach.

KUMV-TV Begins Operation

KUMV-TV Williston, N. D., was scheduled to begin operating Saturday, using film until its radio relay connection with parent station KFYR-TV Bismarck, N. D., is completed. Both stations are owned by Meyer Broadcasting Co. The ch. 8 Williston outlet, which will be fed by NBC-affiliated ch. 5 KFYR-TV, was built through the efforts of almost 7,000 Williston area residents who raised about $450,000 and asked Meyer Broadcasting to build and operate the station. The local group also promised $20,000 a year for five years to help operate the Williston station. KUMV-TV received its permit July 1956.

TV IS HERE TO STAY
... AND I THOUGHT I WAS THE ONE WHO INVENTED MOVABLE TYPE!
NEW FOR 1957
MORE THAN ONE MILLION HOURS IN THE MAKING...
...THE NEW TELEPROMPTER MOD V...
*Patents Pending
MOD V TELEPROMPTER EQUIPMENT....COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM .... MASTER CONTROLS .... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!
TELEPROMPTER SERVICE
TELEPROMPTER CORPORATION
311 West 43rd St., New York 36, N. Y. • JUdson 2-3800
HERBERT W. HOBLER, V. Pres. Sales JAMES BLAIR, Eqpt. Sales Mgr.
LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

in
1956
300 ADVERTISERS
discovered
that...

when you
TELL THEM
IN SPANISH

you
SELL
THEM!

Make the 573,000 Spanish-Speaking Prospects in Metropolitan Los Angeles YOUR CUSTOMERS

Listening Surveys and Market Studies Available

KWKW
PASADENA · LOS ANGELES
Spanish Language Station

AROUND-THE-CLOCK SPANISH PROGRAMS
L.A.—RYan 1-6744
S. F.—Broadcast Time Sales

JOSEPH A. DONOGHUE, secretary of the Philadelphia Eagles football club, signs the paper that launches exclusive broadcasts on WCAU Philadelphia for the seventh season. Joseph T. Connolly, radio vice president for WCAU, awaits his turn to sign the new three-year contract. The station is setting up an eastern regional network for the 1957 card of six-pre-season and 12 regular games—the entire schedule.

KGFJ, Rev. Dawkins Dispute To Be Revived in L. A. Courts

ALTHOUGH they were refused an injunction against an alleged "ban" imposed by KGFJ Los Angeles on a broadcast by the Rev. Maurice A. Dawkins, the Southern California branches of the American Civil Liberties Union and the National Assn. for the Advancement of Colored People plan to fight the decision in the courts, it was revealed in New York by ACLU.

The Rev. Dawkins, pastor of the People's Independent Church of Christ, is chairman of the executive board of the Los Angeles NAACP chapter. ACLU claimed that the station advised the minister he could not deliver such a controversial broadcast as his planned sermon last April on the Negro struggle for equal rights. ACLU said it contained "a call for passive resistance against segregation." It also was charged that although the minister had regularly broadcast weekly sermons for more than a year, after May 27 his sponsors had been required to renew their contract from week to week.

Attorneys said they would challenge the alleged ban under both the First and 14th Amendments, charging "arbitrary censorship, infringement of freedom of speech and a breach of contract between the sponsor and the radio station."

KGFJ Manager Thelma Kirchner told B•T she was surprised at the attempt to dig up the controversy again at such a late date, explaining that a Los Angeles superior court judge denied the request for an injunction last May and the case was dismissed in June. She said Conner & Johnson Co., a Los Angeles mortuary, signed to sponsor the program as a religious show with music and a short sermon, but that Rev. Dawkins deviated from this format.

Miss Kirchner explained the mortuary simply let the series expire last July after the minister resubmitted a controversial tape refused earlier by the station. She added that the minister also used the program to successfully promote his candidacy for the presidency of the local NAACP chapter.

$150,000 Renovation Started On WHBF-AM-TV Establishment

A $150,000 renovation project is under way in the Telco Bldg. housing WHBF-AM-TV Rock Island, Ill., as part of the expansion program planned by Rock Island Broadcasting Co., station officials reported last week.

Plans were announced Tuesday by Ben H. Potter, president, and Leslie C. Johnson, vice president and general manager, of the *Rock Island Argus* properties.

Involved in the remodeling are a new exterior, installation of an elevator for three floors, location of executive and sales offices on the ground level, and enlarged office and client space on the second floor. The building will be air-conditioned and will include exterior floodlights, with provision for five new display windows.

Eventually, WHBF-AM-TV plans a building of five stories for office purposes, to be erected under the WHBF-TV tower adjoining the Telco Bldg.

In announcing plans, Messrs. Potter and Johnson said additional space has been needed for some time to accomodate new facilities and personnel.

Co-owner of WBNS-TV Dies

EDGAR T. WOLFE SR., 63, co-owner of the Dispatch Printing Co., which operates WBNS-AM-TV Columbus, Ohio, and two Columbus newspapers—the *Columbus Dispatch* and the *Ohio State Journal*—died of of cancer Feb. 2. He had been in failing health for several weeks.

Mr. Wolfe also was chairman of the board of Baneohio Corp. and headed the board of the Wolfe Wear-U-Well Corp., a shoe concern affiliated with some 1,500 shoe stores.

REPRESENTATIVE APPOINTMENTS

WMMN Fairmont, W. Va., appoints George P. Hollingbery Co.

WBCO Bessemer, Ala., appoints Interstate United Newspapers, N. Y.

STATION SHORTS

Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, WNBF-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona, Pa., and WNHC-AM-FM-TV New Haven), radio-tv division, N. Y. office, moves to 485 Lexington Ave. Telephone: Oxford 7-9736.

WFIL-FM Philadelphia begins weekend programming. Station previously operated on Monday through Friday schedule.

WFEA Manchester, N. H., has announced plans to swing into a fully independent operation in the near future.

WEW St. Louis moves offices and studios from Hotel DeSoto to Rialto Bldg., 220 N. Fourth St., that city. Telephone remains: Chestnut 1-1921.

STATION PEOPLE

Burrell L. Small, general manager, WKAN Kankakee, Ill., elected president of Kankakee Daily Journal Co. (owns paper of same name and WKAN), succeeding **Leslie C. Small,** who died on Jan. 11. **Bruce Brown,** station manager named general manager and **Robert J. Hawkins,** assistant station manager succeeds Mr. Brown.

Melvin L. Stone, president, WRUM Rumford and WGHM Skowhegan, moves his office to Portland, all Me., where he will be general manager of WLOB. Mr. Stone is vice president and part-owner of Portland station. **Howie Leonard,** disc jockey, WPOR Portland, to WLOB as program director and **Jack McDermott,** disc jockey, WCOP Boston, joins WLOB staff.

MR. HEALY

Naum Healy, general manager, KCOK Tulare, Calif., to KWRN Reno, Nev., in similar capacity. He was also formerly manager of KAFY-AM-TV Bakersfield, Calif.

Ernest C. Hooper, chief engineer, WGH - AM - FM Norfolk - Newport News, Va., to WYOU - WACH-TV Newport News in similar capacity.

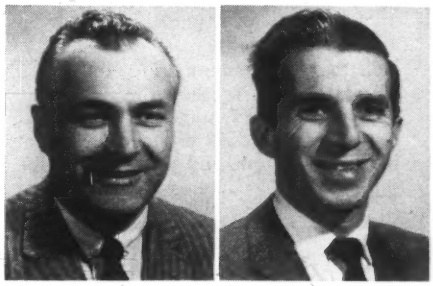
Vernon L. Wickre, account executive, KOSI Denver, named local sales manager.

Harley West, general manager, WKST-AM-TV New Castle, Pa., to WAVI Dayton, Ohio, as sales manager.

William Hoftyzer and **Charles Nelson,** both with KBAM Longview, Wash., promoted to local sales manager and program director, respectively.

Dick Doty, announcer-program manager for WHAM Rochester, N. Y., resigned as program manager because of "conflict of interests" in two jobs.

Leonard M. Adams, salesman, WERE Cleveland, and **Lloyd H. Rhodes,** owner of Jack & Jill Shops in Dallas, Tex., to WEWS (TV) Cleveland sales staff. Mr. Adams had been on sales staff of *The Cleveland News* and has worked for two other radio stations in that city. Mr. Rhodes was formerly account executive for Lustig Adv. Agency in Cleveland and also sales manager of WOAI San Antonio, Tex.



MR. ADAMS MR. RHODES

Jim Rue, advertising manager of KTLA (TV) Los Angeles also has taken over supervision of publicity, succeeding **Howard Wormser,** resigned.

James A. Gunn, general sales manager, KONA (TV) Honolulu, to KVAN Vancouver, Wash., as account executive.

Jerry Lipman, Huntington, W. Va., sales manager, WCMI Ashland, Ky., to WCOL Columbus, Ohio, as account executive.

MR. MEAGLE

Howard W. Meagle, promotion-publicity director, WWVA Wheeling, W. Va., named national sales promotion director. He also handled station's local sales. **Joanne Dunn** takes over his promotion duties and **Vincent Ritzenthaler,** sales representative of WTRX Bellaire, Ohio, will take over Mr. Meagle's local sales duties on Feb. 18.

Donald Bruce, news director, WIRE Indianapolis, appointed program director, succeeding **M. Wayland Fullington,** to director of promotion department. **Richard Higgs,** member of promotion-publicity department, to sales and sales promotion.

Al Wester, sports director, WGTN Georgetown, S. C., to WDSU-TV New Orleans in similar capacity.

Al Schwartz, recently discharged from service, returns to his job at WKOW-TV Madison, Wis., as a director.

J. B. Clark, news editor, WBT Charlotte, N. C., promoted to publicity director.

Ken Kurtz, WBBQ Augusta, Ga., to WIS Columbia, S. C., as news director.

NOW HEAR THIS

MOST PERSONS listen to news and weather driving to and from work—and cuss the traffic jams that develop.

To help alleviate the problem of traffic snarls, WWJ Detroit made its facilities available to Detroit police to carry driving reports every 10-minutes during the rush hours.

Patrolling the 12 miles of expressways, police cars radio traffic flow, accidents and weather conditions to police headquarters for broadcast over WWJ.

The station makes no claim for taking the place of more highways. Station and police officials just hope the public will use more routes in driving home.

WORL

HAS *BOSTON* GOING

TOPSY TURVY

WITH ITS

TREASURE HUNT CLUES

Every week, WORL hides a $100 bill somewhere in Boston, and broadcasts clues to the whereabouts of the hidden treasure.

EVERYBODY IS LISTENING!

★ ★ ★

BOSTON IS BEING TURNED UPSIDE DOWN!

★ ★ ★

BOSTONIANS ARE ENJOYING A MERRY-GO-ROUND!

SMART ADVERTISERS WILL

GRAB THE BOSTON AUDIENCE

NOW--on WORL!

Latest Nielson, Aug. '56, also shows

(in 38 important daytime quarter-hours)*

WORL

is **1st *in* 20**
2nd *in* 18

reaching an average, per quarter hour, of

27,313 HOMES

as compared to our next 2 competitors

Station B (Independent)—25,326 homes

Station C (Independent)—20,671 homes

WORL
BOSTON

5000 watts – Independent – 950 on the dial

**NSI Area–Represented Nationally–by Headley Reed*

PORTRAIT OF MAN HOLDING LAMP

This man is Pat Fitzgerald, host of Michiana's most popular late evening entertainment feature "Lamplight Theatre." Fitz is a philosophic fellow looking for thousands of "viewers turned customers," responsible for the 30% increase in business for the Volcano Restaurant, famous for Pizza in South Bend.

With just one live announcement a week during the past 10 months Emil Barcevic, the owner, has cancelled all other advertising to concentrate on TV... and Fitz. Moreover, within the past month a brand new Volcano pizzeria was opened in nearby Niles and is already experiencing the same success.

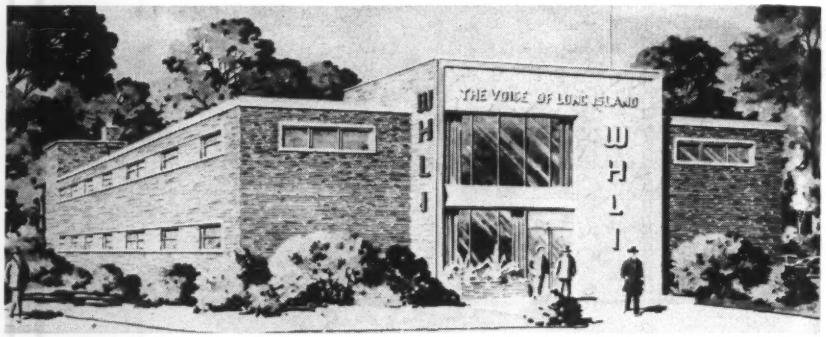
Mr. Barcevic likes Fitz and the way he sells pizzas. You will too... pizzas or soap, furniture or cigarettes, automobiles or footwear.

For full details about the "Fabulous Fitz" and other outstanding availabilities equally impressive, call your Petry representative.

Bernie Barth, *Gen. Mgr.*
Tom Hamilton, *Sales Mgr.*

NBC

WNDU·TV
CHANNEL 46



DEDICATION ceremonies for the new $250,000 studios and offices of WHLI-AM-FM Hempstead, N. Y., shown in this architect's drawing, will be held Feb. 26, according to Paul Godofsky, station president. Community and civic leaders and radio-tv entertainers are expected to attend the ceremonies for the two-story building of steel, marble, natural stone and glass. Winner of 11 awards for public service and showmanship, WHLI has applied to the FCC for increase in power to 10 kw.

Zaro Calabrese, art manager, ABC, N. Y., appointed art director of newly-created art department at WABC-AM-TV, same city.

Russ Howard appointed Wheeling (W. Va.) representative of WSTV-AM-FM-TV Steubenville, Ohio.

Ted H. Kendig, KOSI Aurora, Colo., to KBTV (TV) Denver local sales staff.

James R. Ward, advertising manager of *Gaffney* (S. C.) *Ledger,* to WFMY-TV Greenseboro, N. C., sales department.

Leon Dolnick, promotion director, WITI-TV Milwaukee, Wis., to sales department. **Lawrence Turet,** producer-director, Weir Assoc., N. Y. and Miami, succeeds Mr. Dolnick.

Paul Mark Gregory, radio veteran, to WCPO Cincinnati, Ohio, commercial staff as head of client service department.

E. William Farenti, controller at WNBF-AM-FM-TV Binghamton, N. Y., appointed assistant to general manager.

Russ Russell, WILY Pittsburgh, named publicity director in addition to his duties as WILY news editor.

Thomas Martin, accounting department, Reed & Barton (silversmiths), Taunton, Mass. to WEEI Boston in similar capacity.

Karen Frederici, WOI Ames, to KTIV (TV) Sioux City, both Iowa, continuity department.

Ward Chase, announcer, WOKY Milwaukee, to WITI-TV, same city, in similar capacity.

Alan Barzman, formerly with Portland, Ore., advertising agency as copywriter, to KEX, same city, as creative writer.

Jim Spence, formerly freelance announcer in Florida, to staff of WLOI LaPorte, Ind.

George Ruge, morning personality, KYA San Francisco, to KJBS, same city, in similar capacity.

May Bradshaw Hays, WICC Bridgeport, Conn., woman commentator (*What's Going On*), retired.

Jules Herbuveaux, NBC vice president and general manager of WMAQ-WNBQ (TV) Chicago, appointed radio-tv chairman of that city's Brotherhood Week observance.

August Meyer, president of WCIA Champaign, Ill., elected president of newly-formed United Press Broadcasters of Illinois. Vice Presidents: **Robert Clyde,** WREX-TV Rockford; **William Spangler,** WFRX West Frankford; **Clyde Wiseman,** WKOZ Alton.

Wendell F. Husebo, co-owner of WLBE Leesburg-Eustis, Fla., elected president of Lake County Executive's Club.

Thomas C. McCray, vice president-general manager, KRCA (TV) Los Angeles, named state president of Southern Calif. area for Navy League of U. S.

Johnny Carpenter, director of sports and special events, KOIN-AM-TV Portland, Ore., elected chairman of local Traffic Safety Commission for his eighth consecutive term.

Howard W. Coleman, color sales development manager at WNBQ (TV) Chicago, named chairman of radio-tv section of 1957 Chicago Boy Scout Fund Drive.

Hope Mitchell, personality at KOA-TV Denver, appointed to National Heart Committee of Women Broadcasters.

Van Patrick, sports commentator, WKMH Detroit, named head of Dearborn, Mich., YMCA membership drive.

Dick Holst, stage manager, KHJ-TV Los Angeles, father of boy, Eric Anthony, Jan. 19.

Dick Hardie, announcer, KVAL-TV Eugene, Ore., father of boy, James Richard, Jan. 12.

Garry Garrison, announcer, WHYN-TV Springfield, Mass., father of boy, Jan. 23.

Fred Segal, WABD (TV) New York art director, married Sandra Roome, artist, Jan. 26 in Greenwich, Conn.

AMPEX

MEMO
To: The Television Industry
From: Audio Division, Ampex Corporation

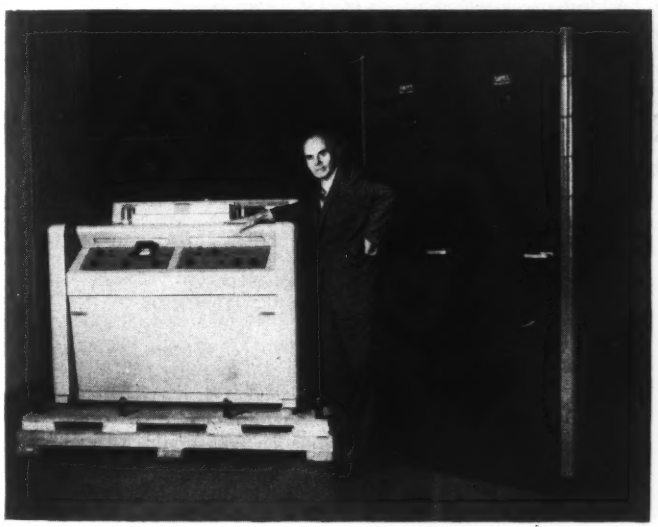
Ampex VR-1000, the world's first commercial magnetic tape recorder for video, was introduced in April, 1956, and was immediately given an overwhelming vote of confidence by the television industry. For the first time, up to 64 minutes of television sight and sound entertainment could be instantaneously recorded on a 12-1/2 inch reel of two inch magnetic tape and played back immediately with such clarity that most persons could not tell the Videotape recording from the live show.

Since November 30, this revolutionary development has been used by the networks on regularly scheduled shows each weekday night. Engineering-prototype Ampex Videotape Recorders, being delivered to the three major networks for regular service, immediately improve picture quality for the viewer and make large cost savings for their owners. Audiences in large areas of the country are already seeing this bright new live look on delayed telecasts.

The growing schedule of regular program use has afforded Ampex the opportunity to demonstrate in nationwide performances the advantages of Ampex Videotape. This severe test has re-emphasized Ampex's reputation for consistent quality and reliability and shows the flexibility of programming to which veteran broadcast users of the Ampex Audio Recorder have become accustomed.

Television programming of tomorrow is now being seen on West Coast television screens. The inclusion of an Ampex Videotape Recorder in your equipment plans will assure participation in television programming of the future for your station.

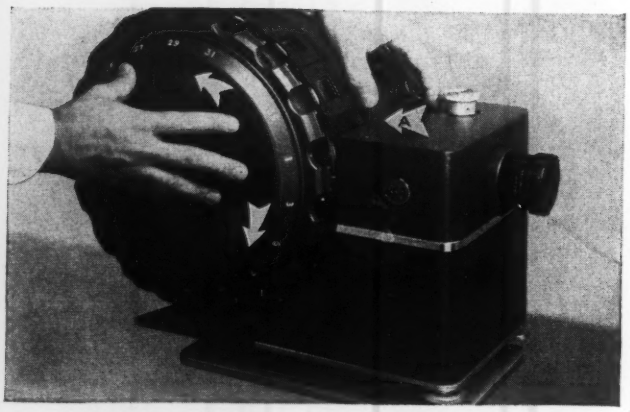
Phillip L. Gundy
Vice President



Alexander M. Poniatoff, Founder and Chairman of the Board of Ampex, with one of the pre-production Ampex Videotape Recorders (VR-1000) just before shipment.

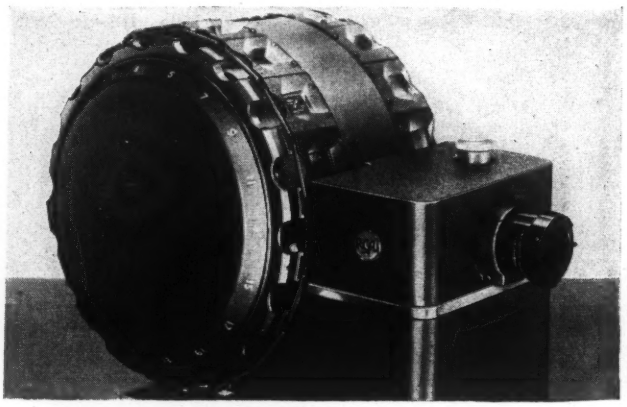
New High-Capacity TP-7 Slide Projector. Dual drums hold a total of 36 slides. For top performance in color and monochrome.

REMARKABLE NEW FEATURES ASSURE



MECHANICAL VERSATILITY

"Free wheeling" principle, with simple lever release (A), permits either drum to be twirled for easy inspection and slide changing. Slides move smoothly and lock securely in show position. Each drum can be operated independently of the other.



PREVIEW CONVENIENCE

All slides are illuminated for easy viewing making it easy for projectionist to preview them. Last-minute changes can be made before they reach the "show" position.

You told us what you wanted . . . we listened,
designed, field tested . . . with the result:

DESIGNED
THE WAY
YOU WANT IT!

This new professional slide projector excels in performance and operating convenience!

Recognizing the increasing importance of slides in programming at every television station, RCA resolved to do something about the projection equipment.

SURVEY OF USERS—At the outset, a survey was made among users of film-slide equipment to find out what was wanted most.

NEW DESIGN PROJECTOR—The result is a truly professional projector for television use that is exactly tailored to your needs . . . with so many operating advantages it's a pleasure to use! It has an ideal capacity of 36 slides—large enough for handling 99% of all station needs, yet just right for ultra flexibility.

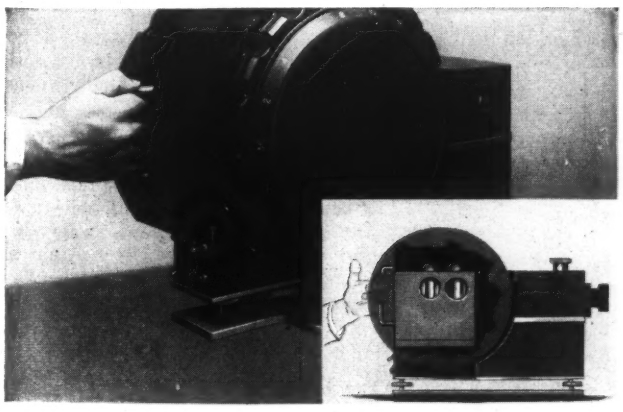
SUCCESSFUL FIELD TEST—The TP-7 Slide Projector has been field tested in actual day-to-day service at a busy television station—WBTV, Charlotte, N.C. So successful was this trial run, the station people did not want to part with the projector when the test was completed!

"OPERATION VIRTUALLY FLAWLESS"—According to Thomas E. Howard, WBTV Vice President and Managing Director of Engineering and General Services, "During the testing period, the TP-7's operation was virtually flawless. An estimated 12,000 slides were run, 170 slides per day on-air, 60 slides in previews and rehearsals."

Write for illustrated brochure containing complete information
In Canada: RCA VICTOR Company Limited, Montreal.

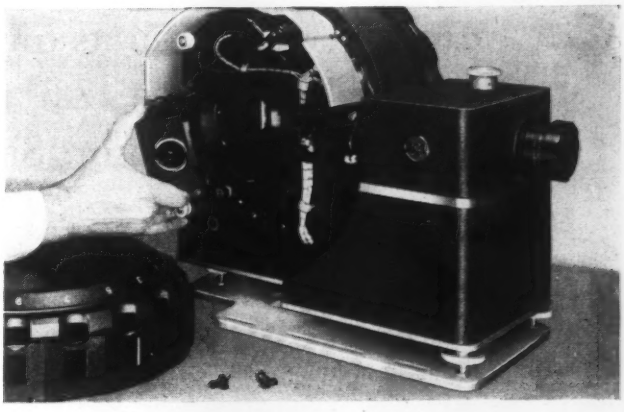
RADIO CORPORATION of AMERICA
Broadcast and Television Equipment **Camden, N. J.**

OPERATIONAL CONVENIENCE AND FLEXIBILITY



QUICK LAMP CHANGE

Use lamp to failure—reserve lamp instantly slides into place. Highest type optics for uniform brightness over entire field of projected image. One-lamp source eliminates color balance problems.



UNITIZED CONSTRUCTION

Designed for ease of operation and servicing. Drums, drum-covers and optical assemblies are easily removed for cleaning and maintenance.

Available NOW! Spots in all 154 Washington Senators baseball games

*Subject to prior sale

Call your John Blair man today—
or contact Herman M. Paris at WWDC: TU 2-7600

WWDC Radio

1st in audience—1st in results—1st in the hearts of Washington, D.C.

congratulations, Otto

OTTO BRANDT
KING-TV,
SEATTLE

CODE 3 was *first* in its time period with a 17.3* rating!
Sponsor: Signal Oil

*Telepulse, Oct.

for your market availabilities,
call, write or wire
ABC Film Syndication,
1501 Broadway, New York • LA 4-5050

IN THE PUBLIC INTEREST

WSPN Appeal Brings $18,000 In Pledges for Stricken Family

AN INITIAL 12-hour broadcast appeal by WSPN Saratoga Springs, N. Y., brought pledges of over $18,000 to aid the family of Fred Pettit, Saratoga Springs policeman killed by a building wall collapse in a pre-dawn multi-million dollar fire Jan. 27.

Following on-the-scene reports of the blaze, which razed a square block of downtown stores, WSPN opened its appeal for funds to help Mrs. Pettit and her three children, said Chep Munson, general manager of the station.

"The Chamber of Commerce office where we set up remote studios was getting phone call pledges of about $1,500 an hour, and by sign-off time midnight Sunday (Jan. 27), the fund had reached more than $18,000," Mr. Munson said. "This was in addition to $3,000 offered in materials and labor to complete the family's new, partially built home."

With some of the money pledged, WSPN hopes to help the Chamber establish a special fund to send the Pettit children to college, he said. The station was to continue its appeal for aid, Mr. Munson declared.

"We also are working with the Chamber to help obtain jobs for several hundred people left jobless by the fire," he added.

Stations Aid Sight Campaign

A TWO month campaign on WNBC and WKNB-TV, both New Britain, Conn., collected 1,736 pairs of old eye glasses for New Eyes for the Needy Inc.

KMPC News Gets Results

NEWS COVERAGE on KMPC Los Angeles helped recover a stolen car last month. The station aired a police description, and a listener spotted the abandoned car and telephoned police.

WCUE Campaign Aids Widow

A CAMPAIGN on WCUE Akron, Ohio, collected $360 for the widow of a New York cab driver who died apprehending an Ohio gunman. The cab driver, threatened at gunpoint, rammed his cab into a police cruiser to attract attention. In the ensuing gun fight the cab driver was fatally wounded, the killer captured.

Lost Little Girl Recovered

WITHIN 20 MINUTES after reporting the loss of one small girl, the mobile unit of KXOL Forth Worth, Tex., was able to report a successful recovery. A neighbor who had seen the child heard the report, and the child was promptly returned home.

KMAN Helps Fire Victims

THE MOBILE UNIT of KMAN Manhattan, Kan., wasted no time when a fire burned a mother and her four children out of their home. An appeal for aid was started at the scene of the fire, and within four hours money, food, furniture and a place to live were obtained for the family.

Warren Buell

His child—like yours—came into the world owing $1,625

"You know how you always want your children to have it a little better than you did? It's a normal and natural desire.

"Yet I wonder, sometimes, if we aren't short-changing the generations coming up when I see how we're running the national 'store.'

"Back in 1915 our national debt amounted to $11.84 per person. Today your child comes into the world owing $1,625.

"Private debt is ballooning, too—from 154 to nearly 450 billions since 1945.

"What about inflation? Measured by what a dollar bought in 1945, a 1956 dollar was worth only 67 cents.

"Our annual tax bill is something, too. Today, one out of every four days you work goes for taxes.

"Sure we have to pay for wars we've fought. And America's responsibilities as a world citizen are very expensive.

"And in spite of all I've said, we're all living better than ever.

"But part of this increased standard of living is being bought on the installment plan. The average American family today owes 13.6% of its annual income for things it has bought on credit—compared to 6.8% in 1948.

"So it seems to me that all of us might be doing those future generations a real service by taking a long and careful look down the road we're traveling."

* * *

Warren Buell's concern for the future begins at home: he has two daughters.

As a United States citizen and a Supervisor of Economics for Union Oil, he has a right to be concerned about the future.

For each of us has the responsibility to do what he can to safeguard the principles that have made this country prosperous and free.

YOUR COMMENTS ARE INVITED. *Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

EXPERIENCE

There are all kinds, but if your product has been taking a beating — if you need **merchandising experience** in Southern California, here's the answer.

KTTV's Smash Plan isn't for sale. Now beginning its **fifth** year, it's available as a special bonus to **KTTV advertisers only.**

The hub of the Smash Plan is STAR SHOPPERS, a week-day morning feature which has taken Bill Welsh and the KTTV remote crew into nearly **1000 supermarkets** since the show began.

Behind the scenes, a team of **full-time merchandising specialists** set up special displays, decorate stores, secure newspaper tie-in ads and get prominent showing and shelf space for KTTV-advertised products.

With four years of the Smash Plan, plus its new FUNMOBILE Plan,* KTTV has learned the complex facts of supermarket retailing in the sprawling, billion dollar Southern California market.

KTTV is the exclusive choice of more food advertisers than any other station in Southern California.**

You see, Southern California is different, and the difference is KTTV.

KTTV

Los Angeles Times-MGM Television

Represented nationally by **BLAIR-TV**

* JUST ACCOST ANY BLAIR-TV MAN WITH, "FUNMOBILE?! WHAT'S THAT?"
**SOURCE: B.A.R., NOV., 1956

IN THE PUBLIC INTEREST

Stars Shine for Telethon

CHARLETON HESTON, Gale Storm, and Rory Calhoun will appear next Sunday on KTTV (TV) Los Angeles' telethon for the Arthritis and Rheumatism Foundation. KTTV personality Sheriff John Rovick will also appear. Sheriff John recently lent his efforts to a show in Ventura to benefit a school there for retarded children.

KNOE Totals Service Time

KNOE-AM-TV Monroe, La., donated a total of $247,147 worth of station time for public service programming during 1956.

Joint Efforts Aid Family

TV AND RADIO don't always compete. WKBR Manchester, N. H., and WBZ-TV Boston worked together recently to aid a family whose four children perished in a fire. WKBR campaigned for funds and told their listeners to watch their tv sets, while the tv station showed films of contributors on all their news programs. The joint effort raised $10,000 in cash, $7,000 in pledges.

A Little 'Softshoe' for YMCA

A SONG and dance routine has been added to the schedule of staffers at KWIZ Santa Ana, Calif. The station's disc jockeys and news men have formed an entertainment team to perform at clubs in an effort to boost YMCA membership.

WCKY Airs Flood Reports

WCKY Cincinnati, Ohio, one of the first to get a broadcast crew into the area affected by floods in eastern Kentucky, Virginia, and West Virginia, broadcast on-the-spot reports of flood conditions. An immediate appeal for a flood relief fund was started on a round-the-clock basis. WCKY news broadcasts provided contact for outside news in many isolated communities.

To Benefit Heart Society

PROCEEDS from the Twin Hearts Anniversary Ball to be sponsored by KYW-AM-TV Cleveland, Ohio will go to the Cleveland Heart Society. The Valentine's Day affair will mark the station's first anniversary under Westinghouse ownership.

Questions for 169 Million

WMAR-TV Baltimore, Md., cooperating with the United Nations Assn. of Md., is presenting *Questions for 169 Million*, a series of 10 foreign policy discussion programs. The topics on the show will coincide with and help publicize a home discussion group series on foreign policy.

WRCV-AM-TV Aids College

WRCV-AM-TV Philadelphia, through sponsorship of a benefit ice hockey game, was able to present a $8,744 check to the Women's Medical College of Pennsylvania.

PROFESSIONAL SERVICES

Carl Byoir Dies; Veteran PR Expert

CARL BYOIR, 68, one of the best known leaders in the public relations field and founder of Carl Byoir & Assoc., New York, died Feb. 3 at New York Hospital after a long illness. A funeral service was held Wednesday at the Frank E. Campbell Funeral Church, Madison Ave. at 81st St. in New York City.

MR. BYOIR

The Byoir firm handles some of the top companies in the country, many of them national radio-tv sponsors. RCA for approximately six years has been a Byoir account.

At his death, Mr. Byoir was chairman of the executive committee of the firm he founded, and a director of the Exchange National Bank of Chicago and of Schenley Industries Inc. Surviving are his widow, the former Grace Lancaster; two daughters, a brother and two sisters.

PROFESSIONAL SERVICE SHORTS

Walter E. Kline & Assoc. (public relations), Hollywood, announces opening of Chicago office at 360 N. Michigan Ave. **Richard C. Lewis,** who represents motion picture and tv film production for midwest, named vice president.

Publicity Corp. of America, N. Y., has changed its firm name to Continental Public Relations Inc. Offices will continue to be in Pan American Bldg., 1150 Ave. of the Americas, N. Y. 36.

John Mack & Staff has been formed as counselors for marketing of technical products to home, hobby and industry. Address: Burgess Bldg., 6034 N. Cicero Ave., Chicago, Tel.: Avenue 3-0482.

Robert I. Queen & Assoc., public relations agency, has been set up at 1420 Wood Rd., N. Y. 62.

Harshe-Rotman, public relations firm, moves to larger offices at 6399 Wilshire Blvd., L. A.

PROFESSIONAL SERVICE PEOPLE

Norman Pader, formerly director of exploitation, NBC, N. Y., to Continental Public

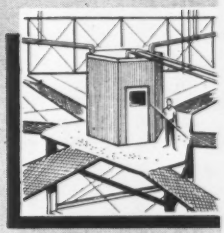
THE PEOPLE'S CHOICE

RADIO **WSRS**

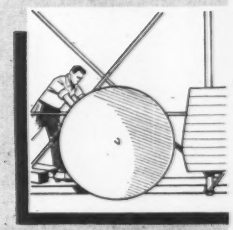
GREATER CLEVELAND'S NUMBER 1 STATION

SRS *"Radio-Active"* MBS

ONE IDECO CANDELABRA* TOWER SOLVES *THREE* STATIONS' PROBLEMS



Building at center of top platform will house elevator landing and transmission line leak detectors.



Catwalk along each side of top platform will make microwave dishes easy to reach.

*TRADE MARK

731' Ideco guyed tower with triangular top platform, 105' long on each side, supports three RCA antennas: TF-12BH for WAAM, TF-12BH for WBAL-TV, TF-6AL for WMAR-TV. The structure is designed for a uniform wind loading of 70 lbs. per square foot. Obstruction light control panels are located in *all three* transmitter buildings.

Visit Ideco Tower headquarters at the Conrad Hilton . . . NARTB, April 7-12

LATEST EXAMPLE OF TOWER LEADERSHIP

This Ideco-developed *triple antenna* "candelabra" tower, going up at Baltimore, saves *each station* on land cost . . . enables *each station* to utilize the area's best tower location . . . simplifies air space clearance problems.

It's a new achievement in tower engineering by the creators of the only *dual* candelabra design . . . still another *first* in Dresser-Ideco's record of antenna tower innovations.

When advances like this in tower design and construction continue to come from but one source, there's but one conclusion . . . Dresser-Ideco has the know-how to solve *your* tower problems.

So whether it's a complex candelabra . . . a head-in-the-clouds structure . . . or a more usual tower . . . you can look to Dresser-Ideco today to make your tower dreams a reality tomorrow.

Plan now to talk tower with Dresser-Ideco or your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY

DEPT. T-10 • COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

TALL OR SHORT . . . FOR TV, MICROWAVE, AM, FM . . . IDECO TOWER "KNOW-HOW" KEEPS YOU ON THE AIR

Relations Inc., same city, as vice president.

Frank A. Allen Jr., Maj. Gen., USA (Ret.), veteran of both World Wars and chief of SHAEF Public Relations Div., European Theatre, joins staff of Communications Counselors Inc., division of McCann-Erickson, in Washington office.

Robert W. Cowan, sales promotion consultant, Stamford, Conn., to Casanova Assoc., N. Y., sales promotion firm, in executive capacity.

George McMurray, staff member of Dine & Kalmus, N. Y., public relations firm, appointed manager of product publicity. **Virginia Root,** director of women's activities at Dine & Kalmus, resigned.

Barbara Morris, assistant to news service editor of *McCall's Patterns,* to New York editorial staff of Daniel J. Edelman & Assoc., public relations firm.

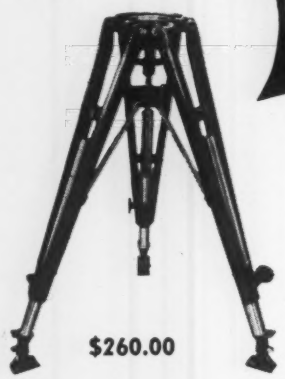
Irvin L. Edelstein, president of Irvin L. Edelstein Assoc., Toledo, Ohio, public relations firm, elected president of Northwestern Ohio chapter of Sigma Delta Chi, national professional journalistic society.

Morris B. Rotman, head of Harshe-Rotman Inc., Chicago-based public relations firm, elected to Young Presidents Organization, which consists of men who become presidents of large companies before reaching age of 40.

CECO TRIPODS

sees you through the Big on-the-spot assignments

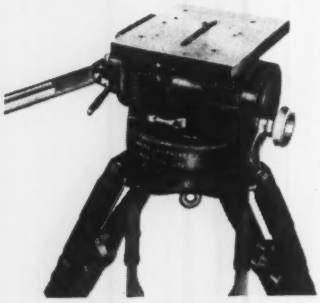
Whether you are covering a presidential visit or a big news story, CECO equipment comes through for you with flying colors. CECO exceeds existing standards of quality and performance. Why risk breakdowns when you can be SAFE with CECO! Stop in today.



$260.00

ALL METAL TRIPOD has cast top flange and upper leg portion made of one piece aluminum alloy castings. Accepts Microwave Relay Beam Reflector Head, "BALANCED" TV head, and other similar professional tripod heads.

$285.00 HEAD ONLY



HEAD ONLY $425.00

NEW "BALANCED" TV HEAD MODEL C offers smooth tilt with 360° pan action, perfect balance, with center of gravity adjustment, tension adjustment, built in spirit level, and telescoping pan handle.

MICROWAVE RELAY BEAM REFLECTOR HEAD is perfect for parabolas up to 6 ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth.

Full line of MOLE RICHARDSON, BARDWELL-McALLISTER & COLORTRAN STUDIO LIGHTING EQUIPMENT, INCLUDING CECO CONE LIGHTS • SPECIAL ENGINEERING AND DESIGN DEPARTMENT • REPAIRS BY EXPERT TECHNICIANS

SALES • SERVICE • RENTALS

ADDITIONAL PRODUCTS FOR TV—Spider dollies • Portable collapsible dollies • Roof top clamps • Film Editing equipment • Motion Picture Cameras • MAGNASYNC MAGNETIC SOUND RECORDING EQUIPMENT

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.
Dept. B 315 West 43rd St.
New York 36, N. Y. JUdson 6-1420

Prices subject to change without notice

KRMG, WTMJ, WHLS Win Annual AP Awards

KRMG Tulsa, Okla., yesterday (Sunday) was to be cited at the annual meeting of the Associated Press radio and television members in Tulsa "for outstanding exchange of news through the AP." KRMG in 1956 supplied 412 stories for general use by the wire service. The station received a silver plaque mounted on ebony.

Second and third place winners, respectively—with bronze plaques—were WTMJ Milwaukee with 398 stories and WHLS Port Huron, Mich., with 379 stories. The Milwaukee station was to be honored Saturday at the annual meeting of the Wisconsin AP radio and television group. The Michigan AP organization will honor WHLS March 30.

CBS-TV Show Wins Polk Award

CBS-TV's special report on the Hungarian and Egyptian crises last autumn *World in Crises* was cited last Wednesday by Long Island U. with 1956 George Polk Memorial Award for outstanding tv reporting. The award—one of eight—also saluted CBS newsmen Edward R. Murrow, Howard K. Smith, Ernest Leiser, Winston Burdett, Eric Sevareid, Larry LeSueur, Frank Donghi and David Schoenbrun. Behind-the-camera citations went to producer Leslie Midgel, director Vern Diamond, film supervisor Joseph Zigman and writer John Sharnik. Awards luncheon has been scheduled for April 3 in New York's Hotel Roosevelt. The other seven awards were made in print media and photography.

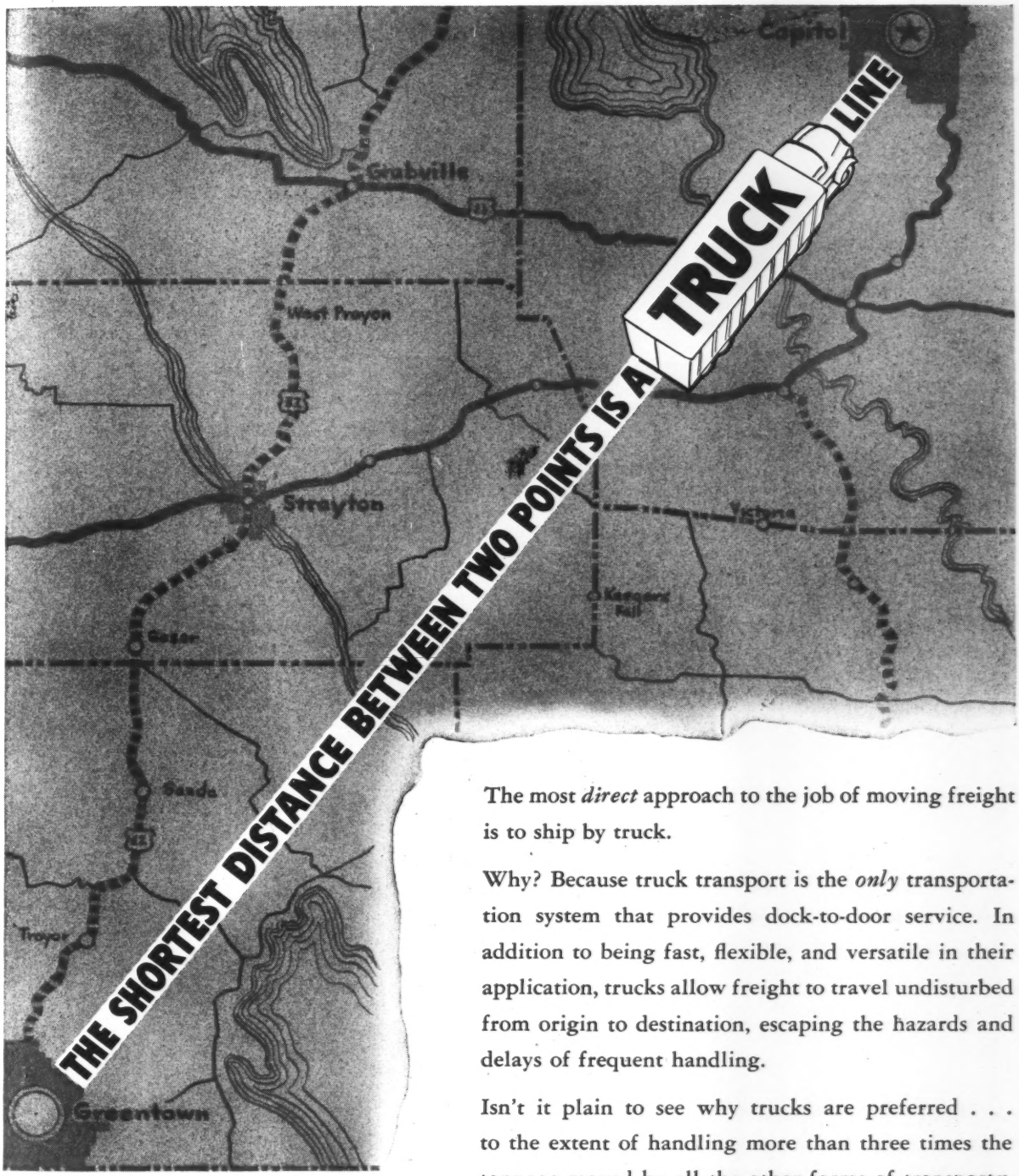
Y&R Promotion Awards Made

KINDRED RALEY, promotion manager, KGNC-TV Amarillo, Tex., and Jack Williams, WSAZ-TV Huntington, W. Va., last week were named winners in the Young & Rubicam *National Bowling Champions* promotion contest for White Owl cigars. Messrs. Raley and Williams won out over 40 contestants for their efforts last fall in promoting the NBC-TV program.

Other winners for sports program promotion were Bob Watson and Jim Thacker, sports directors of KGNC Amarillo and WSAZ-TV Huntington, respectively. The grand prize winners will receive 10-day trips for two to Mexico as guests of NBC, Y&R and White Owl. The sports directors each were given portable tv sets.

WBC Presents Sales Awards

LOU S. SIMON, sales manager of KPIX-TV San Francisco, and William J. Williamson, sales manager of WBZ-WBZA Boston-Springfield, last week were presented with first prizes of a 1957 Dodge and $750 worth of Westinghouse appliances as winners of a sales contest conducted by the Westinghouse Broadcasting Co. for its radio and television stations. Awards were presented to the sales managers of the radio and tv stations that showed the highest percentage increase in sales for the last six months of 1956, as compared to the same period in 1955.



The most *direct* approach to the job of moving freight is to ship by truck.

Why? Because truck transport is the *only* transportation system that provides dock-to-door service. In addition to being fast, flexible, and versatile in their application, trucks allow freight to travel undisturbed from origin to destination, escaping the hazards and delays of frequent handling.

Isn't it plain to see why trucks are preferred . . . to the extent of handling more than three times the tonnage moved by all the other forms of transportation combined?

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

If You've Got It . . . A Truck Brought It!

Hit the mark on Valentine's Day

. . . and every day with the

SESAC TRANSCRIBED LIBRARY SERVICE

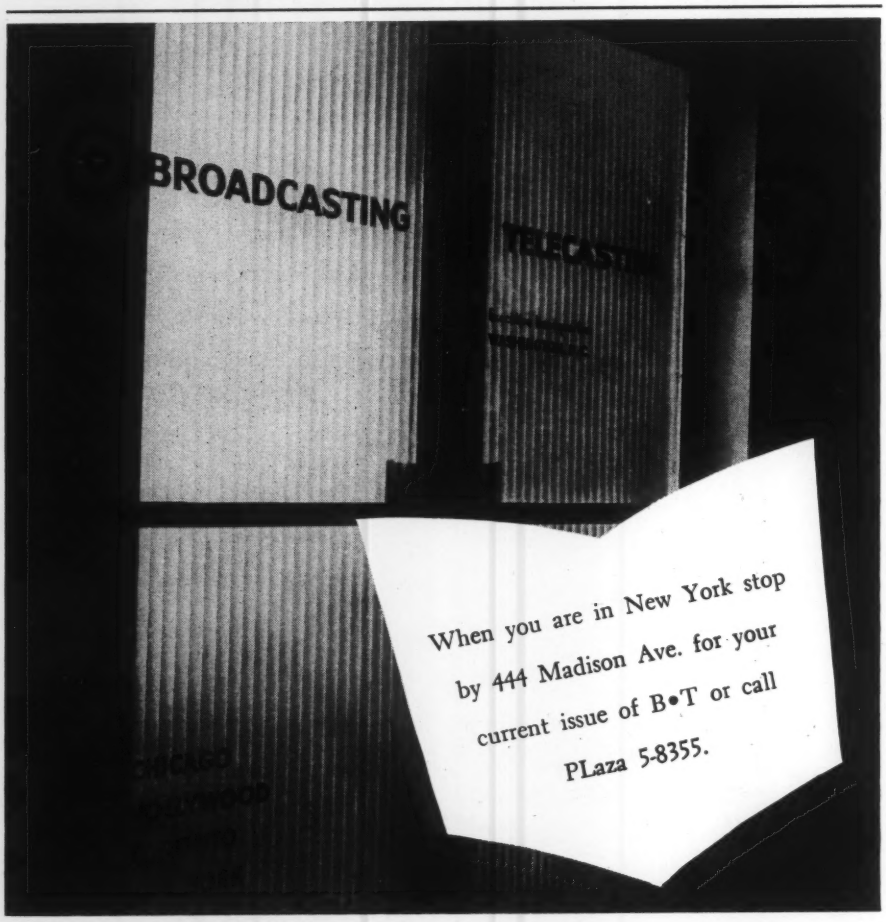
the library service that always hits the mark with

BETTER BALANCED MUSIC PROGRAMMING

Test Program the SESAC Library at your station

Write for prepaid audition discs today

sesac the Coliseum Tower, New York 19



AWARDS

Television Artists Get New Deal In Advertising Editorial Contest

TELEVISION ART will gain additional recognition at the 36th annual National Exhibition of Advertising and Editorial Art and Design, May 25-31, according to the exhibit's 1957 chairman, Arnold Roston.

Mr. Roston, former MBS art director and since late last year an art director at Grey Adv., New York, told B•T that tv art entries heretofore were "lumped together into (a) artwork and (b) overall unit. It just wasn't fair to the artists to judge art and complete unit at the same time." The obvious remedy: to enlarge the categories from 8 to 10.

Where last year's categories were limited to 16 mm live commercials, film commercials (live, animated and combined), limited action commercials (slides, telops, etc.), ID's, station breaks and show openings, 1957 winners will be judged along three separate lines: (1) design of complete advertisement or editorial unit, (2) advertising art, and (3) editorial art. Categories have been broadened to include title cards, transitional art, promotional ads, non-advertising art and visual aids. "This," commented Mr. Roston, "will give every artist in tv a fair break."

Other forms of art—radio and tv station print ads, promotions, direct mail and posters—also will be judged in the overall competition. Deadline for entries is Feb. 21. All entries are to be sent to Miss Winifred Karn, executive secretary of the Art Directors Club of New York, 115 E. 40th St., New York 16.

AWARDS

West Point, Ziv Tv series on U. S. Military Academy, commended in statement entered in *Congressional Record* by Rep. Augustine B. Kelley (D-Pa.) saying series "fills a need in giving the average American an understanding of USMA and in promoting enrollment at West Point." He also cited sponsor, General Foods, and network on which program appears, CBS-TV.

E. R. Vadeboncoeur, president-general manager of WSYR-AM-FM-TV Syracuse, N. Y., given Distinguished Service Award from N. Y. State Div. of American Cancer Society in recognition of his "important contributions in the control of cancer."

Lee Morrison, president of WPAC Patchogue, N. Y., awarded certificate of merit from CARE, citing station's fine effort in aiding Hungarian refugee cause.

Melvin E. Smith, vice president of Erwin, Wasey & Co., Los Angeles, honored for five years service.

WCAU-TV Philadelphia commended by Philadelphia Police Dept. for "outstanding performance of duty" in presenting extraordinary actions by city's police force. Members of force are honored each week after showing of *Badge 14* series.

O. T. Carson, publisher of *Institutions Magazine,* to receive achievement award from League of Adv. Agencies for his "Consult Your Advertising Agency" slogan and program.

ACCEPTING an achievement award from Gov. Harold W. Handley's traffic safety committee on behalf of the Indiana Broadcasters Assn. for its "exceptional public service" is Daniel C. Park (r), IBA president and general sales manager of WIRE Indianapolis. State officials at the presentation (l to r): K. C. Strange, public information director, Indiana Office of Traffic Safety; Albert E. Huber, traffic safety director, and Sgt. Charles Harbison, safety education division of the Indiana state police. In the commendation, over 60 radio and tv stations in the state were cited for contributing "greatly in creating the highest degree of traffic safety awareness ever known among our citizens."

KCMO-AM-TV Kansas City cited for its support of Junior Achievement, nationwide organization devoted to teaching young people principles and practices of sound business administration. Station was saluted for its help in backing KCJA Broadcasting Co., a teen-age business firm set up in Kansas City. KCJA writes, produces and airs *Today's Teens* on KCMO every Saturday.

KPIX (TV) San Francisco received "Benny" (miniature bust of Ben Franklin) during Printing Week in that city for its service to graphic arts and community through its *Adventures In Print* educational series.

John Ott, WNBQ (TV) Chicago, received doctor of science (*Honoris Causa*) degree from Loyola U., Chicago.

WCKY Cincinnati received Public Service Award from Industrial Commission of Ohio for "outstanding cooperation" in promoting industrial safety.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

INTERNATIONAL

CANADA WON'T RULE ON PAY-SEE RELAYS

- **Says public policy undecided**
- **Rebroadcast rules clarified**

APPLICATIONS for scrambler or pay-as-you-see television rebroadcasting stations are not being considered by the Dept. of Transport, Ottawa, according to Transport Minister George C. Marler. Public policy with respect to such devices for television rebroadcasting has not yet been decided, the minister explained.

Mr. Marlers enunciated the Dept. of Transport's policy with respect to licensing low-power stations for rebroadcasting off-the-air pickup of television programs to provide coverage in areas where normal reception is not possible. Procedure for such applicants is to be the same as for regular radio-tv stations, through the Canadian Broadcasting Corp.

Wherever possible such tv rebroadcasting outlets will be given a uhf frequency. This marks the first use of uhf tv channels in Canada. But the announcement states that vhf channels may be considered if this can be done without interference with the general tv allocation plan or future development of standard tv stations. If the applicant plans a standard tv station within 18 months, a vhf channel may be allocated. Or a vhf channel may be granted if applicant already operates a standard tv station and wants to extend its coverage.

Tv rebroadcasting stations will not be permitted in an area within the Grade B coverage of a standard tv station, nor will stations be licensed for rebroadcasting unless they have the consent of the originating Canadian tv station. Rebroadcasting of U. S. stations will not be permitted. Rebroadcasting stations will be limited to 100 w effective radiated power, with possible greater power allowed under special conditions.

Where topographical conditions such as water crossings or rugged terrain make it abnormally expensive to use coaxial cable between the point of reception and the point of rebroadcasting, a single hop radio relay may be licensed by the Dept. of Transport for the tv rebroadcasting station, provided an appropriate frequency can be found without prejudice to other radio services. No tv channel will be assigned for such a radio relay.

West Germany May Take Over Privately-Owned Saar Stations

RECENT return of the Saar to Germany will have a direct effect on the status of two privately owned-and-operated stations in the territory diplomatic sources said last week. They are Europe No. One, a radio station, and station Tele-Saar, a television station.

Officials pointed out that the laws of Germany prevent private ownership of radio and tv. The Saar will be integrated into the Federal Republic of West Germany in three years. The Socialist Party, the second largest, has made clear it will not allow private ownership of such means of mass communication. Under the circumstances it

WHLS
MICHIGAN'S POWERFUL
250 WATTER
. . . WHLS is responsible for more newsworthy stories featured by A.P. than any other station in the country.
4 FULL TIME NEWSMEN
PORT HURON'S COMMUNITY STATION
Represented Nationally by Gill-Perna
For Detroit — Michigan Spot Sales

More People Listen MORE to WAPI
BIRMINGHAM
THE Voice OF ALABAMA
John Blair & Co.

is likely the two commercial ventures will revert to the state.

Officials of the privately-owned stations offered the properties on a co-ownership basis to the French and German governments for $9½ million, each to put up half the money. The French Parliament has rejected the offer, and the Bundestag is expected to do the same.

Europe No. One has been in operation for more than two years and is said to be highly profitable. It is reported that two-thirds of the initial capital came from Prince Ranier of Monaco. Monaco is the only other continental European area which has permitted commercially owned-and-operated broadcasting.

There is nothing at the present time which indicates "just and adequate" compensation will be made to the stockholders of the company, say officials. Moreover, the Saar stations were never officially allotted frequencies under the Stockholm Frequency Agreement. Officials point out that should the shareholders seek compensation through, for example, the World Court there could well be legal reason for turning down their demands.

CFRB Toronto to Celebrate 30th Birthday on Feb. 19

A SPECIAL celebration is planned by CFRB Toronto, Ont., to mark its 30th birthday on Feb. 19.

Birthday events for CFRB include a party at Toronto's Granite Club for all persons in CFRB's area born on the day the station went on the air. The birthday cake for the party will be lit by 30 radio tubes. There will be a long playing record with voices and events in 30 years of station's operations.

The station's shortwave transmitter, CFRX, will mark its 20th anniversary Feb. 11. CFRB was the first privately-owned 50 kw station licensed in Canada.

Nielsen Loses in Britain

AFTER year-long jockeying between A. C. Nielsen Co. and a British research firm for choice as standard television audience measuring service in England, the British company has won the contract. The firm, Television Audience Measurement, uses a meter system not unlike that of Nielsen. The contract, for five years, is with a committee of British agencies and advertisers using commercial tv in England, and constitutes virtual guarantee that TAM will be dominant if not monopoly company in the field.

INTERNATIONAL PEOPLE

Alan Bell, national secretary, Royal Canadian Air Force Benevolent Fund, to manager of Canadian Assn. of Adv. Agencies, Toronto, Ont., succeeding **Pat Freeman,** to Foote, Cone & Belding as vice president and general manager of Toronto office.

Charles J. Chandler, account executive, MacLaren Adv. Ltd., Toronto, named manager of agency's Montreal office, succeeding **F. P. Gill,** who moves to Toronto.

INTERNATIONAL SHORTS

Albert Jarvis Ltd., Toronto, Ont., advertising agency, has opened office in Montreal, Que., at 1466 Crescent St., with **H. J. Tingle,** formerly of E. W. Reynolds Ltd., as manager. **Paul Corbeil,** Television & Radio Productions, Montreal, appointed tv-radio director of new office.

STATUS REPORT: BROADCASTING IN SOUTH AFRICA

RESIDENTS below the equator in South Africa still are among the have-nots of the television world, but radio is shedding an ever stronger light on the Dark Continent, according to a status report by Peter Merrill of Herrick-Merrill Radio Productions, Johannesburg.

Two stations on the southern tip of the continent, where population is concentrated, are each doing better than a million dollar business annually.

The commercial station of the Union of South Africa Government Broadcasting Corp. reports a yearly figure of approximately $2.7 million. This is one of three stations run by the semi-governmental G.B.C. The other two are non-commercial outlets serving both English and Dutch-speaking listeners. Language is subject to sponsor choice on the commercial stations.

In Portuguese East Africa the Radio Club de Mozambique, operating South Africa's first commercial station at the seaside resort of Lourenco Marques, sells $1.5 million worth of time to sponsors across the border in the Union of South Africa. It alternates between medium-wave and shortwave. Operating from one of the largest plants in the southern hemisphere, the Lourenco Marques station is in a building that cost the Radio Club about $2.8 million. It houses luxurious studios, a cafe and night club.

There are government-run stations at Leopoldville in the Belgian Congo, at Brazzaville in French Equatorial Africa, both shortwave, the former broadcasting in French, Flemish and native tongues. Other local mediumwave stations broadcast a few hours a day.

Television's advent to South Africa is being held back by a number of factors, according to Mr. Merrill. Private interests do not feel the five million population of the Union (1.2 million white) could support a television system, nor is the government willing to subsidize it. The two official languages and various political considerations complicate the picture. The people do want tv, says Mr. Merrill, especially in Johannesburg, which has distinctly American tastes, and they are bringing pressure to bear in its favor. In his opinion, however, the visual medium is still some years away from realization in South Africa.

MBS Backs Crime Prevention

MUTUAL has released details of a two-part plan designed to assist the National Exchange Club's 1957 National Crime Prevention Week Campaign, Feb. 10-16.

Throughout this week, Mutual's bloc of 10 mystery and adventure programs (8-9 P.M. EST) have been prepared to outline the purposes of the week, stressing cooperation with law enforcement officials. In the other phase of its effort, Mutual's 18 newscasters and commentators will broadcast announcements emphasizing traffic safety. It was pointed out that law breaking among drivers is a major problem.

WTOP's 'Capital Types'

WTOP WASHINGTON is distributing a portfolio of "Capital Types" drawn by Robert Osborn. "Osborn gets to the heart of his subject simply because he knows people . . . Washington people in particular. The same holds true of WTOP. It knows Washington people as no other station does . . . and gets to the heart of the market," says the foreword of the brochure. It contains 11 caricatures, a few of which are the Tax Collector ('Not a bad fellow at heart,' "someone once said, but no one can remember who said it."), the Receptionist ("Has vetoed more government propositions than any congressman alive."), the Free Loader ("Drinks to forget, but forgets what."), and the Librarian ("Born with a silver 'sshh' in her mouth.").

WTVH (TV) Distributes Playbills

TO PROMOTE its *Lamplight Playhouse,* feature film show which runs seven nights a week, WTVH (TV) Peoria, Ill., has distributed 20,000 copies of a complete playbill covering the movies to be shown over a 13 week period.

Tv Viewers See Rocket Fired

WBZ-TV BOSTON has installed a live instrument rocket motor filled with secret-formula propellant outside its studios. It was scheduled to be fired yesterday (Sunday) on the *2000 A.D.* program (1:30-2 p.m. EST). The rocket motor was to run about six seconds. Prof. Jonathan Karas, host of the show which presents latest developments in the fields of science and engineering, said last week that such a firing of a rocket had never before been attempted for live television coverage.

Community Gets Break

"STATIONS can do well to brag sometimes about their communities instead of devoting all their station breaks to themselves," says Wilton E. Hall, owner of WAIM-TV Anderson, S. C. He practiced what he preached and is using this idea for WAIM's new ID's. Photographs of many prominent merchants, lawyers, doctors, ministers and other well known personalities of the community have been secured and are being used along with the station's call letters and channel number, under the slogan, "Anderson is *My* Town."

Readin', Writin', Now 'Rithmetic

IN AN EFFORT to do something about illiteracy, WKNO-TV Memphis, Tenn., is offering a reading and writing tv course to adults in that area. There are 762 presently enrolled and the station has set up 34 tv-equipped centers to help the students with their lessons. Graduation excercises are scheduled to be held at the studio on Feb. 16, with city and educational officials attending. WKNO-TV plans to add general mathematics to its curriculum this month. Students may enroll in the math course for high school credit, but in order to received it, must be 17 or older and have completed eight years of elementary education. An article on the reading and writing show was recently featured in *Life*. The series won the Sylvania Award for the nation's best locally produced educational program.

'Everything from Soups to Nuts'

EVERYTHING from "soup to nuts" has been advertised on WHIM Providence, R. I., by satisfied sponsors, according to a new mailing piece sent to the station's food and drug clients. WHIM sent out cartons containing cans of Habitant soup and Planter's peanuts, along with the names of other food advertisers currently using heavy schedules on WHIM. Station reports its food and drug business increased 67% over previous years.

When in Rome, Do as the Romans

IN ORDER to highlight WNBC (TV)'s (Hartford, Conn.) *Early Show*, program of feature films, host Johnny Palmer dresses in a costume that keynotes the theme of the film. Mr. Palmer gives a synopsis of the film during breaks in the program for the benefit of the late viewers. He has been dressed in a white lab coat, pilot's uniform, surgeon's outfit and skin-diving ensemble.

"I know KRIZ Phoenix insists on brief commercials, so I thought I'd dress appropriately."

'LOOK MA—NO HANDS!'

AN UNEXPECTED 3½-hour real life drama was brought into homes of Des Moines, Iowa, area citizens Jan. 30 when KRNT-AM-TV gave a running live-coverage account of the wild escapade of a young student pilot, who at gunpoint, forced his instructor from a Cessna four-seater plane, took off on his first solo jaunt, terrorized the city with his tree-top-level flying, and finally crashed in a nearby open field without causing serious injury.

"Everyone got into the act" at the Des Moines stations' news department after the stations cancelled all regular afternoon schedules, to fully cover 23-year-old Roy Soderquist's daredevil flight.

KRNT-TV live camera crews followed the flying maverick over the loop area from positions outside the studio—one on the roof at the base of its television tower and the other on the street below. Two tv newsmen-photographers tailed Soderquist in separate planes and filmed his low-flying, diving sashays, and his crash landing with empty fuel tanks.

Other tv news photographers "tracked" the zigzagging plane with silent cameras from roving police cars and then filmed the crash landing scene minutes after Soderquist plunged the Cessna to earth. Meanwhile, newscasters and announcers at the studio gave a continuous commentary on radio and tv, by monitoring city and state police and sheriff's radio calls with special equipment. The reunion of the daring student pilot with his mother at the hospital was tape-recorded by a KRNT newsman.

The drama ended about 4 p.m., and an entire show—films, pictures, tapes, and commentary—was presented at 6 p.m. on a tv news program and a radio newscast. On the 10 p.m. television news program a more complete "wrapup" was presented. The KRNT news department also provided feeds to numerous stations and the CBS network and furnished film to CBS and some individual stations.

ABC-TV Distributes Booklet

A LOOSE-LEAF booklet, "Local Promotion and Exploitation Manual," is being circulated among ABC-TV's affiliates and owned and operated stations presenting successful ideas employed by ABC radio and tv stations. Edited by James F. X. Mullen, a promotion writer, the manual contains top promotional ideas contributed by the stations, including audience buildup, advertising agency promotion, merchandising, premieres, mailings and advertising. John H. Eckstein, ABC's director of advertising and promotion, noted "it is only through an exchange of ideas that fresh and original concepts evolve."

CBS-TV Signs Polly Bergen

SIGNING of Polly Bergen, actress and singer, to a long-term CBS-TV contract calling for her exclusive services on variety and dramatic shows, was announced last week by Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs. In accepting the contract, Miss Bergen resigned her assignment as the Pepsi-Cola girl in tv advertisements. She has had dramatic roles on tv, has sung on a number of variety shows and has made recordings for Columbia Records, in addition to having appeared on Broadway and in the movies. She also is a panel member on *To Tell the Truth* (CBS-TV, Tuesday, 9-9:30 p.m. EST).

WNEM-TV Covers Mock Attack

THE CAMERAS were live—if the ammunition wasn't—amid sounds of machine gun and rifle fire, exploding smoke bombs, shouted commands and the capture of studio and transmitter. The occasion was a seven-minute "mock attack" televised by WNEM-TV Bay City (Midland-Saginaw), Mich., during *The Great Day Show* Feb. 1. Protagonists in the drama were ski troops of the Mountain and Cold Weather Training Camp at Camp Hale, Colo. Idea was conceived by Harold Stone, WNEM-TV director, and involved use of two field cameras, one at ground level and the other on the roof of the station's studio.

WEEI Salutes Farm Broadcasters

FARM EDITOR Louis A. Webster of WEEI Boston got up early Ground Hog Day and worked well into the night, but his job was not trailing the four-legged weather forecaster. His Feb. 2 assignment was to tell the story of Massachusetts agriculture on Farm Broadcasting Day, as designated by Mass. Governor Foster Furcolo in cooperation with the National Assn. of Tv & Radio Farm Directors [B•T, Feb. 4]. Mr. Webster and state farm leaders were before WEEI microphones with salutes to local agriculture from 5 a.m. (opening time of Mr. Webster's *Country Journal* for more than 20 years) until 11 that night. Noting the $200,982,000 agricultural business done in the WEEI service area, the farm editor and his guests appeared on various shows around the station schedule.

'You Don't Know Beans' About It

"YOU don't know BEANS until you come to Boston," says an oversized picture postcard being sent out by the Westinghouse Broadcasting Co. Boston Conference Committee. It goes on to say, "Sure you know your beans, and you know your public service programming . . . but, you'll know a lot more about both if you attend the Boston Conference on Local Public Service Programming." The card, first in a series, is being mailed to invite broadcasters to the WBC Feb. 27-March 1 meeting. It urges them to make reservations now and tells them of the opportunities they'll have to hear nationally known speakers, attend "thought-provoking" panel discussions, see practical demonstrations, interesting exhibits and to tour the historical city of Boston.

WPIX Promotes 'Whirlybirds'

PREPARATORY to launching *Whirlybirds*, tv film adventure series centering around helicopters, on WPIX (TV) New York last Thursday, CBS-TV Film Sales held a press luncheon on Tuesday at the Newark airport and invited newsmen to fly in a helicopter. The series, produced by Desilu Productions in association with CBS-TV Film Sales, reportedly has been sold in 110 markets throughout the country.

Station Authorizations, Applications
(As Compiled by B • T)

January 31 through February 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Feb. 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,016	2,991	170	356	143
Fm	538	516	48	48	0

FCC Commercial Station Authorizations
As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Feb. 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	379	91	470[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	342	321	663[3]
Noncomm. Educational	25	21	46[4]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,059	337	827	568	1,396[5]
Noncomm. Educ.	64		37	27	64
Total	1,123	337	864	595	1,460

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 710 already granted.

New Tv Stations . . .

APPLICATIONS

Amarillo, Tex.—Kenyon Brown, vhf ch. 7 (174-180 mc); ERP 16.8 kw vis., 9.12 kw aur.; ant. height above average terrain 655 ft., above ground 674 ft. Estimated construction cost $202,500, first year operating cost $275,000, revenue $425,000. P. O. address Box 420, Wichita Falls, Tex. Studio location 1014 W. Seventh St., Amarillo. Trans. location 9 mi. north of Amarillo. Geographic coordinates 35° 18′ 27″ N. Lat., 101° 51′ 03″ W. Long. Trans. and ant. GE. Legal counsel Dow, Lohnes and Albertson, Washington, D. C. Consulting engineer J. Wesley Koch, St. Joseph, Mo. Mr. Brown is owner of **KWFT Wichita Falls, KLYN Amarillo,** 25% owner of **KFEQ-AM-TV St. Joseph, Mo.** and 20% **KGLC Miami, Okla.** Announced Feb. 5.

Ogden, Utah.—Granite District Radio Bcstg. Co. vhf ch. 9 (186-192 mc); ERP 1.7 kw vis., .79 kw aur.; ant. height above average terrain -301 ft., above ground 200 ft. Estimated construction cost $78,280, first year operating cost $126,000, revenue $138,000. P. O. address Box 1476, Salt Lake City, Utah. Studio location Ogden, Utah. Trans. location Weber County, Utah. Geographic coordinates 41° 12′ 55″ N. Lat., 112° 0′ 16″ W. Long. Trans. Gates, ant. Prodelin. Legal counsel Norman E. Jorgensen, Washington, D. C. Consulting engineer Howard D. Johnson, Salt Lake City. Applicant is licensee of **KNAK Salt Lake City** and **KBLI Blackfoot, Idaho.** Announced Feb. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KHUM-TV Eureka, Calif.—Carroll R. Hauser, ch. 13.

KPRT (TV) San Francisco, Calif.—Plaza Radio & Tv Co., ch. 26.

KTCA-TV St. Paul, Minn.—Twin City Area Education Television Corp., non-commercial educational ch. 2. Changed from KTCA (TV).

KRTV (TV) Walla Walla, Wash.—Walla Walla Tv Co., ch. 8. Changed from KWAB (TV).

APPLICATIONS

WFGA-TV Jacksonville, Fla.—Seeks mod. of cp (which authorized new tv) for new trans. and ant. and make other equipment changes. Announced Feb. 4.

WINR-TV Binghamton, N. Y.—Seeks mod. of cp to change ERP to 589 kw vis., 295 kw aur., and install new ant.-trans. system. Announced Jan. 31.

WCYB-TV Bristol, Va.—Seeks mod. of cp to change ERP to 85.1 kw vis., 42.6 kw aur., and specify studio location as 511-13 Cumberland St., Bristol. Announced Feb. 1.

KONA (TV) Honolulu, Hawaii—Seeks mod. of cp to change ERP to 60 kw vis., 30 kw aur., make changes in ant. system and other equipment. Announced Feb. 5.

Translators . . .

APPLICATIONS

Show Low, Ariz.—Show Low Tv Inc., ch. 80 (866-872 mc) to rebroadcast ch. 9 **KDWI-TV Tucson, Ariz.** P. O. address Box 325, Show Low. Trans. output 10 w, ERP to community 640 w. Estimated population to be served 2,500. Estimated construction cost $4,900, first year operating cost $600. Announced Feb. 1.

Claremont, N. H.—Springfield Television Corp., ch. 79 (860-866 mc) to rebroadcast ch. 58 **WRLP**

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

NATION-WIDE SERVICE

(TV) Greenfield, Mass. P. O. address Box 2210, Springfield, Mass. Trans. output 10 w, ERP to community 64 w. Estimated population to be served 10,000. Estimated construction cost $4,041, first year operating cost $850. Springfield is licensee of WRLP. Anounced Jan. 31.

New Am Stations . . .

ACTION BY FCC

Abilene, Tex.—Key City Broadcasters granted 1280 kc, 500 w D. P. O. address P. O. Box 449, Abilene. Estimated construction cost $21,689, first year operating cost $84,000, revenue $78,000. Principals are **Howard Barrett** (50%), 20% owner of **KBST Big Spring, Tex.,** and 10% owner of **KBST-TV Big Spring** and **Robert H. Nash** (50%), former local sales manager of **KRBC-TV Abilene.** Announced Feb. 6.

APPLICATIONS

Phoenix, Ariz.—W. H. Hansen, 1600 kc, 5 kw D. P. O. address Box 1058, Eureka, Calif. Estimated construction cost $21,051, first year operating cost $48,000, revenue $60,000. Mr. Hansen owns **KDAN Eureka,** ⅓ of **KBOY Medford** and **KLAD Klamath Falls,** both **Ore.** Announced Feb. 1.

Milton, Fla.—Eugene T. Sudduth, James C. Smith, William L. Morris d/b as Santa Rosa Bcstg. Co., 1490 kc, 250 w D. P. O. address % Eugene T. Sudduth, 31 Mohawk Trail, Pensacola, Fla. Estimated construction cost $12,424, first year operating cost $32,000, revenue $48,000. Mr. Sudduth and Mr. Smith, (each 45% owner) and Mr. Morris (10%) are all employes of **WEAR-AM-TV, Pensacola, Fla.** Announced Feb. 4.

Wauchula, Fla.—Robert S. Taylor, 1360 kc, 1 kw D. P. O. address 818 Carleton, Lakeland, Fla. Estimated construction cost $11,390, first year operating cost $20,000, revenue $26,000. Mr. Taylor is pres.-gen. mgr.-33.3% owner, **WONN Lakeland.** Anounced Feb. 6.

Meridian, Miss.—Louis Alford, Phillip D. Brady, Albert M. Smith d/b as Southwestern Bcstg. Co. of Miss., 1330 kc, 1 kw D. P. O. address % Mr. Brady, Box 604, McComb, Miss. Estimated construction cost $14,523, first year operating cost $30,000, revenue $48,000. Mr. Alford, Mr. Brady and Mr. Smith each own ⅓, **WAPF McComb, WMDC Hazlehurst,** both **Miss.** and **WABL Amite, La.** Announced Feb. 4.

St. Charles, Mo.—Harman I. Moseley, 1460 kc, 5 kw D. P. O. address 25 So. Florissant Rd., Ferguson 21, Mo. Estimated construction cost $34,019, first year operating cost $66,305, revenue $73,840. Mr. Moseley, advertising executive, will be 74% owner. Omar Schnatmeier, U. S. Marshal, is 24% owner. Announced Feb. 1.

APPLICATIONS AMENDED

Prescott, Ariz.—Application of **Northern Arizona Aircasters Inc.** seeking new am on 1450 kc, 250 w unl., amended to change frequency to 1340 kc. Announced Feb. 4.

Jacksonville, Fla.—Application of **Dan Richardson** seeking new am on 550 kc, 1 kw D, amended to change ant.-trans. and studio location to 2228 Orange Ave., Orange Park, Fla., and make changes in ant. and ground systems and type trans. Announced Jan. 31.

Manchester, Ga.—Application of **Radio Manchester Inc.** seeking new am on 1370 kc, 1 kw D and remote control of trans., amended to make changes in officers, directors and stockholders. Announced Jan. 31.

Hastings, Mich.—Application of **Donald G. Carey** seeking new am on 1220 kc, 500 w DA-D, amended to change power to 250 w, change type trans. and ant. system. Announced Feb. 1.

Florence, S. C.—Application of **Vernon H.** and **Virginia L. Baker** seeking new am on 540 kc, 1 kw D, remote control trans., amended to change power to 500 w, change ant.-trans. location and change type trans. Announced Jan. 31.

New Richmond, Wis.—Application of **Radio St. Croix Inc.** seeking new am on 1590 kc, 1 kw D, amended to change power to 5 kw and change type trans. and ant. system. Announced Feb. 1.

Existing Am Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

WHYY Montgomery, Ala.—Charles W. and Connie L. Holt, 1440 kc. Changed from WSFA.

KNLR North Little Rock, Ark.—Arkansas Valley Bcstg. Co., 1380 kc.

KUTY Palmdale, Calif.—Palmdale Bcstrs., 1470 kc.

KSAY San Francisco, Calif.—Grant R. Wrathall, 1010 kc. Changed from KPOO.

WHYS Ocala, Fla.—Marion County Bcstg. Co., 1370 kc.

WKIS Orlando, Fla.—Central Florida Bcstg. Co., 740 kc. Changed from WORZ.

KUKU Willow Springs, Mo.—Radio Station K, 1330 kc.

WTLB Utica, N. Y.—Star Bcstg. Co., 1310 kc. Changed from WGAT.

WMSJ Sylva, N. C.—Harold H. Thoms, 1480 kc.

WTIG Massillon, Ohio—Massillon Bcstg. Co., 990 kc.

WBRX Berwick, Pa.—Columbia County Bcstrs. Inc., 1280 kc.

WCNG Canonsburg, Pa.—Douglas & Assoc. Inc., 540 kc.

KAML Kenedy, Tex.—Camel Co., 990 kc. Changed from KENN.

KOYL Odessa, Tex.—Mid-Cities Bcstg. Co., 1310 kc. Changed from KPBX.

KSOX Raymondville, Tex.—Hale Schaleban & Van N. Culpepper, 1240 kc.

KEPR Kennewick-Pasco-Richland, Wash.—KWIE Inc., 610 kc. Changed from KWIE.

APPLICATIONS

KENA Mena, Ark.—Seeks mod. of license to change hours of operation from unl. to 6 a.m. to 6 p.m. weekdays and 7 a.m. to 5 p.m. Sundays. Announced Feb. 4.

WMMA Miami, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location. Announced Feb. 1.

WRUS Russellville, Ky.—Seeks cp to replace expired cp which authorized change frequency from 800 kc to 610 kc and decrease power from 1 kw to 500 w. Announced Feb. 4.

WILA Danville, Va.—Seeks mod. of cp to change ant.-trans. location and ant. system. Announced Feb. 1.

WPGC Morningside, Md.—Seeks mod. of cp to change ant.-trans. location to Walker Mill Road, .3 mi. from Marlboro Pike, Oakland, Md. Announced Jan. 31.

KXLF Butte, Mont.—Seeks cp to install new trans., change studio location and operate trans. by remote control. Announced Jan. 31.

KVOC Casper, Wyo.—Seeks cp to move ant.-trans. location and operate trans. by remote control. Announced Jan. 31.

New Fm Stations . . .

APPLICATIONS

Goshen, Ind.—Goshen College, 91.1 mc, .391 kw unl. P. O. address % **J. F. Swartzendruber,** Goshen College, Goshen, Ind. Estimated construction cost $1,930, first year operating cost $1,500. Proposed facility will operate as non-commercial educational station. Announced Feb. 1.

Existing Fm Stations . . .

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KDBX (FM) Los Angeles, Calif.—WHM Bcstg. Co., 105.1 mc.

KPCS (FM) Pasadena, Calif.—Pasadena City Junior College District, 89.3 mc.

WORZ (FM) Orlando, Fla.—Central Florida Bcstg. Co. 100.3 mc. Changed from WKIS (FM).

WMHC (FM) South Hadley, Mass—President & Trustees of Mt. Holyoke College, 89.1 mc.

KENN-FM San Antonio, Tex.—Radio KITE Inc., 97.3 mc. Changed from KAML-FM.

APPLICATIONS

KRCV (FM) Santa Barbara, Calif.—Seeks mod. of cp (which authorized new fm) to change ERP to 10 kw, ant. height to -754 ft. and studio and trans. location to 204 W. Carrillo St., Santa Barbara. Announced Feb. 4.

WXHR (FM) Cambridge, Mass.—Seeks mod. of license to change station location to Boston, Mass. Announced Feb. 6.

WHLM-FM Bloomsburg, Pa.—Seeks mod. of cp (which authorized new fm) to change ant. height above average terrain to 597 ft. and make changes in ant. system. Announced Feb. 4.

Richmond, Va.—Union Theological Seminary seeks mod. of cp (which authorized new non-commercial educational fm) to change frequency to 91.9 mc. Announced Jan. 31.

Ownership Changes . . .

ACTIONS BY FCC

WLOF Orlando, Fla.—Granted acquisition of control by **Harris H. Thomson** from **John W. Kluge** for $130,662. Mr. Thomson, Washington, D. C., financier and present 15% owner of WLOF, will own 52%. Announced Feb. 5.

KALB-AM-FM Alexandria, La.—Granted assignment of license from **Alexandria Bcstg. Co.** to **T. B. Lanford tr/as Alexandria Bcstg. Co.** Corporate change. No change in control. Announced Feb. 5.

WTOE Spruce Pine, N. C.—Granted acquisition of control by **Tom N. Cooper** through purchase of 17.5% stock from **W. V. Sizemore,** *et al.* He will buy 31 shares for $100 each plus 6% from date of issue and will own 58.8% of outstanding stock. Announced Feb. 5.

WSTV-AM-FM Claremont, WTSN Dover, WTSL Hanover, WKBR-AM-FM Manchester, all **N. H.**—Granted acquisition of control by **William J. Rust Jr.,** through purchase by licensee corporations and individual stockholders of approximately 33% held by **William J. Barkley** in each of four licensees for total price of $175,000. Mr. Rust will own 63-76% of stations. Announced Feb. 5.

WNCC Barnesboro, Pa.—Granted acquisition of negative control by **William J. Thomas** through purchase of 25% from **LeRoy W. Stauffer** who will trade for Mr. Thomas' stock in **WDAD Indiana, Pa.** Mr. Thomas will own 50% of WNCC. Announced Feb. 5.

KLAM Cordova, Alaska—Granted acquisition of positive control by **Charles L. Buck** and **Dona M. Buck** through purchase of stock from **Claude E. Turner Jr.** for $1,600. Bucks, present 44.2% owners, will own 55.7%. Announced Feb. 5.

APPLICATIONS

WJHB Talladega, Ala.—Seeks assignment of license from **W. K. Johnston, James Hemphill**

and Ned N. Butler d/b as The Confederate Bcstg. Co. to **The Confederate Bcstg. Co.** through sale of 15% to **Joe A. Armbrester** for $2,500. Mr. Johnston and Mr. Hemphill each retains ⅓ share. Mr. Butler will own 18%. Announced Feb. 6.

WGFS Covington, Ga.—Seeks assignment of license from **Georgia Bcstg. Co.** to **R. William** and **Betty Jean Hoffman** for $30,000. Mr. and Mrs. Hoffman are (50%) owners of **WKBL Covington, Tenn.** Announced Feb. 4.

WTWA Thomson, Ga.—Seeks acquisition of control by **Frank F. Hash** through purchase of 15.2% from **Edgar Kobak** for $3,800. Mr. Hash, gen. mgr., will own 55.2% and Mr. Kobak 36.8%. Announced Feb. 6.

WASL Annapolis, Md.—Seeks assignment of license from **Norwalk Bcstg. Co., Norwalk, Conn.,** to **WASL Bcstg. Inc.** Corporate change. No change of control. Announced Feb. 4.

WNSL Laurel, Miss.—Seeks assignment of license to **Voice of the New South Inc.** through sale of 48% stock to **James G. Walters** and **William E. Jones Jr.** (each 24%). Present 100% owners **Joseph W. Carson** and **Frank E. Holladay** will own 26% each. Announced Jan. 31.

Hearing Cases . . .

FINAL DECISION

Abilene, Tex.—FCC by order of Feb. 6 modified an examiner's initial decision and made it effective immediately granting application of Key City Bcstrs. for new am on 1280 kc, 500 w D, in Abilene, Tex.; trans. to be operated by remote control. Announced Feb. 6.

INITIAL DECISIONS

WHIL Medford, Mass.; Willimantic, Conn.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of applications of WHIL for increase power from 1 kw to 5 kw, on 1430 kc D and **Windham Bcstg. Co.** for new am station on 1400 kc, 250 w unl. in Willimantic, Conn., and denial of application of **Robert A. Mensel** for new am on 1430 kc, 500 w D in Willimantic. Announced Feb. 6.

Rochester, Minn.—Hearing Examiner Herbert Sharfman issued initial decision looking toward grant of application of **Rochester Bcstg. Co.,** for new am on 1270 kc, 500 w D, in Rochester. Announced Feb. 4.

Routine Roundup . . .

January 30 Applications

ACCEPTED FOR FILING

Modification of Cp

KFXJ-TV Montrose, Colo.—Seeks mod. of cp to extend completion date to 3-1-57.

KWGB-TV Goodland, Kan.—Seeks mod. of cp to extend completion date to 5-20-57.

KAVE-TV Carlsbad, N. M.—Seeks mod. of cp to extend completion date to 8-22-57.

License to Cover Cp

KLTV (TV) Tyler, Tex.—Seeks license to cover cp which authorized change facilities of existing tv.

RENEWAL OF LICENSE

WCNX Middletown, WHAY New Britain, Conn.; WFAU Augusta, WLAM Lewiston, WPOR Portland, WAGM Presque Isle, WTVL Waterville, all Me.; WHDH Boston, WBOS Brookline, WACE Chicopee, WCAP Lowell, WBSM New Bedford, WPLM Plymouth, WTXL West Springfield, all Mass.; WTSV Claremont, WGIR Manchester, WKBR Manchester, WOTW Nashua, WWNH Rochester, WJOY Burlington, WIKE Newport, all N. H.; KTEC-FM Oretech, Ore.

January 31 Applications

ACCEPTED FOR FILING

Modification of Cp

KLVI Vivian, La.—Seeks mod. of cp (which authorized new am) to extend completion date.

WVET Rochester, N. Y.—Seeks mod. of cp (which authorized change ant.-trans. location) to extend completion date.

License to Cover Cp

KLAK Lakewood, Colo.—Seeks license to cover cp which authorized change frequency, power, hours and install new trans. and DA-N.

WJCM Sebring, Fla.—Seeks license to cover cp which authorized change frequency, increase power, change hours and install new trans.

WFBR Baltimore, Md.—Seeks license to cover cp which authorized install old main trans. as auxiliary trans. and increase power from 1 kw to 5 kw.

WFAX Falls Church, Va.—Seeks license to cover cp which authorized increase power and install new trans.

RENEWAL OF LICENSE

WESX Marblehead, Mass.; WNRI Woonsocket, R. I.; WSYB Rutland, Vt.; WMOU-FM Berlin, N. H.

REMOTE CONTROL

WYTI Rocky Mount, Va.

February 1 Applications

ACCEPTED FOR FILING

Modification of Cp

WMAY-TV Springfield, Ill.—Seeks mod. of cp (which authorized new tv) to extend completion date to 8-28-57.

KOOK-TV Billings, Mont.—Seeks mod. of cp to extend completion date to 4-20-57.

License to Cover Cp

KCRG-TV Cedar Rapids, Iowa—Seeks license to cover cp which authorized new tv.

RENEWAL OF LICENSE

KIBH Seward, Alaska; WCCC Hartford, Conn.; WAAB Worcester, Mass.; WCRB Waltham, Mass.; WHIM Providence, R. I.

February 4 Applications

ACCEPTED FOR FILING

Modification of Cp

WDHF Chicago, Ill.—Seeks mod. of cp (which authorized new fm) to extend completion date.

KTVF (TV) Anchorage, Alaska—Seeks mod. of cp to extend completion date to 9-1-57.

KTLD (TV) Los Angeles, Calif.—Seeks mod. of cp to extend completion date to 5-1-57.

WWLP (TV) Springfield, Mass.—Seeks mod. of cp to extend completion date to 6-1-57.

WPTZ (TV) North Pole, N. Y.—Seeks mod. of cp to extend completion date to 8-26-57.

WSEE Erie, Pa.—Seeks mod. of cp to extend completion date to 9-1-57.

WCMB-TV Harrisburg, Pa.—Seeks mod. of cp to extend completion date to 8-26-57.

WTAP (TV) Parkersburg, W. Va.—Seeks mod. of cp to extend completion date to 9-1-57.

License to Cover Cp

WGIL Galesburg, Ill.—Seeks license to cover cp which authorized change ant.-trans. location, increase ant. height, change ground system and operate trans. by remote control.

February 5 Applications

RENEWAL OF LICENSE

WBIS Bristol, WMMW Meriden, WAVZ New Haven, all Conn.; WGUY Bangor, Me.; WORL Boston, WMNB North Adams, WJDA Quincy, WESO Southbridge, all Mass.; WKXL Concord, N. H.; WADK Newport, R. I.; WBTN Bennington, Vt.

January 31 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Broadcast Bureau—Granted petition for extension of time to **Feb. 4** to file comments with respect to petition for immediate consideration and partial grant filed by **WSTV Inc.,** in matter of application of **Ohio Valley Bcstg. Corp.,** for new tv (ch. 12, **WBLK-TV Clarksburg, W. Va.**), and for transfer of control of that corporation from **News Pub. Co.,** Wheeling, W. Va., to WSTV Inc., Steubenville, Ohio. Action Jan. 29.

Broadcast Bureau—Granted petition for extension of time to Jan. 30 to file opposition to petition for review filed by **Friends of Good Music** in matter of assignment of license and cp of station **WGMS Bethesda, Md.,** and license of station **WGMS-FM Washington, D. C.** Action Jan. 29.

By Chief Hearing Examiner James D. Cunningham

Rollins Broadcasting of Delaware Inc.; Franklin Broadcasting Co., Philadelphia, Pa.—Granted petition of Rollins for dismissal without prejudice of its am application and retained in hearing status Franklin application. Action Jan. 29.

By Hearing Examiner Hugh B. Hutchison

Daytona Beach, Fla.—Ordered that prehearing conference is scheduled for Feb. 12 re am application of **Volusia County Bcstg. Corp.,** Daytona Beach. Action Jan. 29.

KLAS Las Vegas, Nev.; KCMJ Palm Springs, Calif.—Granted joint motion for continuance of prehearing conference on their am applications from Feb. 1 to March 1. Action Jan. 29.

By Hearing Examiner H. Gifford Irion

KSLM Salem, Ore.—Granted motion for continuance of hearing from Feb. 20 to May 20, re its am application. Action Jan. 29.

The Windham Bcstg. Co., Willimantic, Conn.—Granted petition to reopen record for purpose of correcting testimony in proceeding on its am application, *et al;* record is reopened for sole purpose of receiving corrections which were attached to petition and immediately reclosed. Action Jan. 29.

BROADCAST ACTIONS

Tv equipment—FCC has revised its Radio Equipment List, Part A, showing transmitters, translators, and monitors acceptable, as of Feb. 1, for use in tv broadcast service, provided operation is in accordance with Commission's rules and that technical specifications listed are not exceeded. "Type acceptance" is required for listing of transmitters, and "type approval" is necessary for translator and monitor listings. Copies will be available for inspection at Commission's offices in Washington, D. C., and at field offices. Announced Feb. 5.

By the Broadcast Bureau

Actions of February 1

KEPR-TV Pasco, Wash.—Granted license for tv station (ch. 19); ERP vis. 8.52 kw, aur. 4.27 kw.

KREM-TV Spokane, Wash.—Granted license for tv station (ch. 2); ant. 840 ft.

KFAR-TV Fairbanks, Alaska—Granted license for tv station (ch. 2); ERP vis. 5.37 kw, aur. 2.69 kw.

KGMB-TV Honolulu, Hawaii—Granted license for tv station (ch. 9); ERP vis. 77.6 kw DA, aur. 46.8 kw DA; ant. -150 ft.

KHIT Walla Walla, Wash.—Granted license for am station.

KARY Prosser, Wash.—Granted license for am station.

KUEN Wenatchee, Wash.—Granted license for am station; condition.

KGRO Gresham, Ore.—Granted license for am

(Continues on page 125)

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RADIO

Help Wanted

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Sales manager excellent New Jersey "spot" with independent. Salary, commission and override. Box 342E, B•T.

Sales manager, suburban Washington, D. C., station needs two fisted go-getter. Big future for live wire. Box 416E, B•T.

Young man for independent, daytime music station. Must be strong on sales. Salary and percentage. Box 442E, B•T.

Manager wanted immediately for a radio station (1kw daytime only). Must be man with ability to sell and announce, and with experience in general operation of a radio station. Good salary and commission to right man. Send reply to Box 459E, B•T.

Central Texas 1000 watter needs good commercial manager, strong on local sales, some board work, above average salary and commission. Good medium market. Write Box 497E, B•T.

Manager for 5kw daytime Florida station. Only top proven manager considered. Heavy emphasis on sales ability. Draw, percentage of profits. Write your own check. Write full details. . . . Ross Charles, WDDT, Greenville, Miss. Enclose recent picture.

Salesmen

Experienced salesman: Best small city operation in the middle west. Kilowatt daytimer in single station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Personal interview necessary for selected applicants. Box 440E, B•T.

Southwest territory. Ideal climate. Great opportunity. Drawing account against percentage. Box 443E, B•T.

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly past two years. Management and tv potential. Box 477E, B•T.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to Box 479E, B•T.

A real challenge for a real gentleman-salesman in southwestern Pennsylvania. One hundred percent cooperation from management to mature, down-to-earth, experienced radio spot and time seller. 250 watt indie with average acceptance wants higher-than-average billings. Draw plus commission. Don't apply unless you can supply best possible references—which will be investigated. Must be honest, reliable, sold-on-selling radio and ready to settle down. Box 486E, B•T.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Oregon.

Top-rated, 15 years Mutual affiliate offers productive salesman 20% commission against draw. Good future. Write full details. WHIT, New Bern, N. C.

Now! Salesman, and salesman-announcer! If you're good we want you! Top pay! Immediate opening! Paul Parker, WLAS, Jacksonville, N. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

Immediate opening for experienced salesman with ability to write good copy. Established 5000 watt fulltime independent, one station market, upper south. 15% commission and liberal draw. You will be given exclusive territory and take over present accounts bringing you over $6,000. Aggressive worker with ideas for small market radio can make $9,000 to $10,000. Chance to advance to sales manager and higher. Prefer married man, 25-35, from Virginia-Carolina area who wants to settle in small city. Send complete details, references, education, experience, present income, photo, and marital status in first letter. No phone calls. Tom Gannaway, WRAD Radford, Virginia.

Announcers

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

Glib DJ-wanted. $600 a month. Seek DJ with spectacular vernacular; Crosby-type banter and slang phrases. No rock 'n' roll. Just pops and standards. Wanted by station in Midwest. Box 345E, B•T.

Leading eastern independent needs two announcers, mid-morning and evening. A minimum of three years experience. Send resume of experience, background and expected salary. Will contact you later if audition tape desired. Applicants in the New York area contact Mr. Earl Harper at King Edward Hotel for personal interview, February 18 through 22nd. Box 369E, B•T.

Announcer with Storz, Noemac experience. Eastern station going 10kw. Send tape. Box 415E, B•T.

Experienced announcer to learn sales. Only station in town. 1000 watt Pennsylvania. Accounts to start. Box 462E, B•T.

Illinois kilowatt wants experienced announcer age 25 to 40 with several years of solid commercial experience for staff announcing position. News gathering and writing ability helpful. Liberal bonus, sick benefits, pension plan, with well-established independent. State age, education, experience in detail, references. Personal interview required. Box 474E, B•T.

$150 a week—for DJ with enthusiam in voice. Rhyming intros. Breezy glib delivery, but not rock 'n' roller. Wanted by midwest station. Box 542E, B•T.

Immediate opening for newsman-announcer at midwest 1000 watter. Must be able to gather, write local news. $400.00 per month to right man who can eventually take over news directors job. This job offers opportunity and security. Box 545E, B•T.

KODY, North Platte, Nebraska, needs top announcer with first class license. Excellent salary. Emphasis on announcing. Progressive NBC outlet. Contact John Alexander.

Experienced announcer for popular independent. Town 90,000. $400.00 month. Full information to KOLE, Port Arthur, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

Experienced announcer. KSWI, Omaha-Council Bluffs independent music and news. Salary $125. Contact Bob Hallgren.

Combo anouncer-engineer. Must have engineering experience. WALY, Herkimer, N. Y. New Collins equipment. Ideal opportunity with progressive, growing group.

Good announcer with first class license for new station in growing chain. Emphasis on announcing. Minimum of engineering and maintenance. Top pay and excellent chance to advance to manager of one of our new stations. Send tape, picture, resume to Manager, WARF, Jasper, Alabama.

Experienced morning man to specialize in local and wire news, sports, markets. Top pay for top ability. WCMY, Ottawa, Illinois.

Florida Gulf Coast CBS affiliate has immediate opening for experienced DJ who knows music, strong on commercials. Mail audition tape and resume to WINK, Kenneth M. Parke, Fort Myers Broadcasting Company, Fort Myers, Florida.

Radio announcer, WKDA, Nashville, Tennessee. Top Hooper in market. Need air salesman who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glascock, WKDA, Nashville, Tennessee.

Announcer-DJ—$100.00 week and up, to man strong on country and western and familiar with gospel and passable on news. This man will work shift heavy with sponsored programs. Station is operated by owner-manager, is leader in rich rural market, and is building top-flight staff for group operation. Selling not required but will pay 20% commission. WKUL, Cullman, Alabama.

Immediately! Announcers, and announcer-salesman! Must be good! Car necessary. Pay good! Tape, resume. Paul Parker, WLAS, Jacksonville, N. C.

Announcer who can operate own board. WLDB Mutual, Atlantic City, New Jersey.

Morning man immediately for established NBC station. WMRF, Lewiston, Pennsylvania.

Good announcer—must have good voice—no regional accent. Quick native intelligence, humor, education and experience. Up to $100 weekly to start for responsible man with initiative and imagination. Opportunity to try new ideas. Personal interview necessary. Tape, resume to WPVL, Painesville, Ohio.

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

Announcer-engineer—western, New York soon 5 kilowatts. WWHG, Hornell, New York.

Wanted: Two announcers with first class ticket. Write Box 485, Aberdeen, Maryland.

Technical

5000 watt station in the deep south has opening for combination, good enginer, good announcer, single station market. Pleasant working conditions, good pay. Floaters or drifters need not apply. State your qualifications in first letter. Box 516E, B•T.

First class engineer-announcer needed for new 500 watt Indiana directional. Pleasant living conditions with potential. Send tape, background, and salary requirements first letter. Box 544E, B•T.

50,000 watt south Texas station wants transmitter engineer who is looking for permanent job with stable organization. Even though similar jobs may be available many places, our recreation land and its pleasant year-round vacation climate makes this one unique. Send qualifications, salary requirements and photo to Chief Engineer, KGBT, Harlingen, Texas.

Immediate opening for engineer-announcer with first-class ticket. Regional station in ideal northwestern city. Churches, schools, recreation facilities all excellent. Send tape and resume to Roy Vance, Radio Station KGEM, Boise, Idaho.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer-announcer—central Texas 1000 watter, nice physical plant. Above average salary, excellent working conditions, some board work. Write Box 499E, B•T.

Technical—wanted chief engineer at radio KWIZ, Santa Ana. . . . Contact Hal Davis, General Manager.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV, Radio, Boonville, New York.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, N. C.

Programming-Production, Others

PD with news and commercial background for 5 kw Ohio station. Send complete information about yourself and previous experience. Box 301E, B•T.

Copy chief for midwest regional power station in medium sized city. Must have experience, will supervise copy department. Outstanding opportunity for right gal or man. Salary commensurate with ability. Send resume, picture, samples of writing to Box 487E, B•T.

Situations Wanted

Managerial

Manager or assistant—experienced in sales, programming, sports play-by-play, news and music. College grad, family man, 29. Top references. Texas or Louisiana. Box 429E, B•T.

Successful former station owner-manager and FCC employee wants to get back into radio. Has excellent background. Will consider salary, commission or stock arrangement. Box 452E, B•T.

Successful working manager desires relocation due to change in ownership. No urgency but seeking opportunity to put extensive knowledge of independent station operation to good use. Strong ten year background in sales, programming, promotion. Top references guaranteed. Five figure man. Box 489E, B•T.

Attention Minnesota stations: Mature, hard-working sales manager. Solid background in all phases. All inquiries answered. Box 490E, B•T.

Sales manager—personally sold over half million dollars worth of local time in one year! Only progressive management with sound product need apply. All replies held in confidence. Box 521E, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Do you need—manager/sales/program/promotion/special events? Proven ability, stable, presently employed. Box 528E, B•T.

West Coast! Successful sales manager of 3 stations. General manager and owner of another desires sales or management position in southern California—either radio, tv or agency. Presently living in San Diego (health reasons). Box 536E, B•T.

Employed successful station manager under 35 desires change. Trained by some of the best operators in modern radio. Medium, small market billings ¼ million. Top references. Prefer warm climate. Proven record. Commercial manager in metropolitan considered. Box 537E, B•T.

Salesmen

Salesman—DJ, 15 years experience. Salary requirements nominal. References. Box 524E, B•T.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Baseball, basketball, football, play - by - play sportscaster. Seven years experience. Box 246E, B•T.

Sports director. Employed southwest. Heavy play-by-play all major sports. Seek baseball tie-up. Resume. Box 454E, B•T.

Personality DJ, who knows music and plays the best. Warm, friendly style. Strong sports and news. College grad. $100 per week. Box 467E, B•T.

DJ, newscaster, 5 years, fine voice, first phone, tape. Box 476E, B•T.

DJ who can sell, 3 years experience, prefer northeast. Family. Box 485E, B•T.

5 year man—family—presently employed. Solid background all phases radio. Interested investing money small stock holder tv-radio anwhere in country. Tape-references—personal interview. Box 492E, B•T.

Combo man, first phone. One year experience. Strong on news and commercial. Prefer northeast area. Presently employed. Box 493E, B•T.

Experienced disc jockey-vocalist. Featured singer on television and radio. Handle interviews. Experienced sales and combo operation. Desire locating as vocalist and disc jockey. College education. Administrative ability. Box 494E, B•T.

9 years experience announcing, disc jockey, operation and news. Desire good steady location anywhere in Michigan, Indiana or Ohio. Presently employed. Box 499E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Now in 4th year with midwest indie. Interviews, emcee, telephone quiz, board. 26, vet, married. Southwest preferred. All offers considered. Write Box 500E, B•T.

Four years experience. Rythm and blues and spirituals DJ. Tapes available. Will travel. Box 505E, B•T.

Announcer looking. Fine references, background. Experienced sportscaster, news, disc jockey. Family. Box 508E, B•T.

Experienced combo announcer desires west coast location. Employed as chief and news director on network (Denver area). Family man. Commercial, sports, news and music. College grad. Advertising background. Box 512E, B•T.

Chief announcer—midwest tv, 13 years experience radio-tv, community theatre direction. Consider offers in these fields or related. Speech and dramatics graduate, University Iowa. Box 515E, B•T.

Top play-by-play sportscaster desires to associate permanently with good station. 9 years experience, 8 years present job. Also strong news, commercials, programming. Prefer Texas but will consider all southwest, midwest. Box 518E, B•T.

Announcer—interested in midwest area. Experienced. Heavy on news, commercials, can operate console. 3½ years college, steady, non-drinker, dependable. Audition tape and photo available. Box 520E, B•T.

Free! (With services of announcer) DJ, sales, continuity. Inexperienced, but ambitious. Great potential. All offers considered; northeast only. Act now. Box 522E, B•T.

New 250 fulltime lds area for lease. Excellent husband-wife operation. Box 523E, B•T.

(Continued on next page)

Make your RADIO and TV future secure

with a

First Class F. C. C. License

Grantham Training Is Best

Grantham School of Electronics **specializes** in preparing students to pass FCC examinations. We train you quickly and well. All courses begin with basic fundamentals —NO previous training required. Beginners get 1st class **commercial** (not amateur) license in 12 weeks!

Learn by Mail or in Residence

You can train either by correspondence or in residence at either division of Grantham School of Electronics—Hollywood, Calif., or Washington, D. C. Send for free booklet.

Here's Proof! **Recent graduates, the license they got, and how long it took them:**

	License	Weeks
D. Seigler, 216 Dowling, Walterboro, S. C.	1st	10
Tim Marek, P. O. Box 9167, Suitland, Md.	1st	13
J. E. Murphy, Wesley Hotel, Wash., D. C.	1st	12
Richard Jones, Station KGHF, Pueblo, Colo.	1st	13
W. D. Mains, 6332 S. Paramount, Rivera, Calif.	1st	12
B. A. Willms, 1401 E. Muriel, Orlando, Fla.	1st	12
W. Reynolds, 328½ Wash. Bl., Venice, Calif.	1st	12
Joe C. Davis, Waynesboro, Miss.	1st	11

MAIL COUPON TO SCHOOL NEAREST YOU

GRANTHAM SCHOOLS, Dept. 12-A

821 19th St., N.W., Washington 6, D. C. OR 1505 N. Western Ave., Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name_____

Address_____ City_____ State_____

I am interested in: ☐ Home Study ☐ Resident Classes

Making Friends . . .

Influencing People

Employers like our prompt friendly service. They look first to BROADCASTERS for solution of every personnel problem because each candidate's qualifications are clearly set forth in a professionally prepared resume and report of reference investigation. Each candidate has been carefully screened by specialists who KNOW radio and television.

Placement clients soon become our friends. They like the personal attention we give to the furtherance of their careers, our lower fees and ready willingness to WORK in their behalf.

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

Seldom Does Opportunity Knock More Than Once..

Every so often we run into a "natural" radio buy for experienced broadcasters who want to expand or strike out on their own. For example:

Location—*A booming city of 100,000 in a border state*

Power—*5,000 watt daytimer*

Affiliation—*Independent*

Market—*Signal reaches a million people*

Gross in 1956—*$90,000*

Profit in 1956—*$14,000*

Equipment—*185 foot tower on rented ground at $200 a quarter. Station owns transmitter building with Schafer remote control unit. New Collins transmitter and modern equipment in air-conditioned studio renting at $175 monthly.*

Monthly payroll—*$2,200*

Price—*Owner selling for good reason. Wants $25,000 to $40,000 down, with full price depending on cash payment and terms.*

We can negotiate this property quickly for the first qualified buyer.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Properties

Washington
1625 Eye Street, N.W. National 8-1990

New York
60 East 42nd Street Murray Hill 7-4242

Chicago
35 East Wacker Drive Randolph 6-3688

RADIO

Situations Wanted—(Cont'd)

Announcers

Want all night show. Afternoon sales work. References. Interview. Travel. Box 525E, B•T.

Attention: Las Vegas, Reno, South California and the southwestern United States. Announcer, DJ, strong, news, commercials, desires money for his services. Presently employed. Tapes on request, all inquiries answered promptly. Hard worker, progressive ideas. 2 weeks notice. Box 526E, B•T.

Wanted: A break getting started as announcer. No experience, but excellent training. Strong on sports, good preformance with commercials, news, records. Box 529E, B•T.

Young experienced announcer, excellent voice, desires new position. Prefer south or southeast. $85 minimum. Presently employed. Box 531E, B•T.

Announcer, Negro. SRT grad. Little experience, lots ambition. Strong commercial, DJ. Tapes available. Box 532E, B•T.

Announcer. 2½ years college and commercial experience. DJ, copywriter, sports, production. Box 533E, B•T.

10 years experience, college graduate—radio major, program and sports director; college-high school football, basketball, baseball. Combo work, special events, DJ, some tv. Past president Junior Chamber of Commerce, Quarterback Club, Commander DAV. Excellent references by employer-sponsors. Box 539E, B•T.

Young combo, first phone, family man, sober, over year experience. Harry Height, 2515 McGavock, Nashville, Tenn. 44-6-1853.

Announcer-personality. Three years experience. Desires position with progressive station. Excellent references, tape. Tom Hopkins, Box 775, Bernardsville, New Jersey. Bernardsville 8-0538 after 6 p.m.

Negro disc jockey seeks job in radio. Experienced college, vet. Will travel. Write: Fred McMorris, 2028 Walton Avenue, Bronx 53, New York.

Young announcer—youthful, peppy delivery. Can attract and hold young audience. Tape and resume available. Will travel. Bob Schneider, 1601 East Willow, Wheaton, Illinois.

Announcer—two years experience. DJ—sales—sports—news. Want permanent position in Rocky Mountains or northwest with progressive station. Prefer market over 15,000. 475 South Cansoa Ct., Denver, Colorado.

No bones about it, I want a position in your station. Experienced in announcing, DJ and sales. Prefer local or regional. Box 326, Scott City, Kansas.

Experienced first phone morning announcer. Available immediately. "R", care of WABV, Abbeville, S. C. Gladstone 9-3875.

Technical

Engineer - announcer, experienced chief, low power to 50kw am and fm available soon. Box 449E, B•T.

Recent 1st phone. Broad experience in radio and tv servicing. Age 25, married, responsible and sober. Prefer midwest area. Arden Ramsey, 118 N. Central, Park Rapids, Minnesota.

Programming-Production, Others

Family man seeking permanent job with definite advancement opportunity with Texas am-only; long experience production, programming, news gathering, newscasting, announcing. Prefer small town! Box 417E, B•T.

Top-notch program director seeking connection with radio and/or television station, thoroughly experienced—excellent background. Plays piano and organ. Box 453E, B•T.

Top market experience. Radio-tv newscaster. Ten years. References. Tape to best offer. Box 457E, B•T.

Sportscaster-PD. Managerial experience. University graduate. Want staff announcing or combo announcing-executive. Desire permanence. Box 506E, B•T.

Male copywriter. Regular "Guy Friday". Spots, local news. Some air-work. Excellent references. Samples on request. Anywhere except northeast. Box 507E, B•T.

Experienced promotion-public relations-special events man available. Well known in network, motion picture and agency circles. Know all phases radio-tv promotion-public relations-special events. Finest industry references. Box 534E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced news director, versatile DJ, mobile special events, continuity, play-by-play, etcetera. Excellent voice, creative, dependable. Desire major market permanency, only. Dick Landfield, 4740 Winthrop, Chicago, Illinois. Sunnyside 4-2820.

TELEVISION

Help Wanted

Salesmen

Fine midwest television station with CBS and NBC. This is an opportunity to advance in a fine community. Fine programming and adjacencies to sell. Excellent production. Send full details with photograph to Box 439E, B•T.

Announcers

Established Texas vhf needs top-flight announcer strong on news and commercials and able handle adlib shows. Permanent. Good salary. Send tape, photo, complete resume and present earnings. Box 437E, B•T.

Experienced staff announcer for east coast vhf network station. Good pay and working conditions. Write Box 501E, B•T.

Technical

Miami vhf station needs three tv technicians to replace key personnel who have transferred. Must be thoroughly experienced all phases studio, remote and maintenance broadcast equipment with 1st class FCC license. Salary commensurate experience and ability. Give all details including salary desired in first letter. Apply Box 517E, B•T.

Programming-Production, Others

Medium market—openings director, continuity writer—state salary requirements—send examples of your work. Excellent opportunities—many benefits. Box 435E, B•T.

Experienced television copywriter, man or woman, needed for top vhf network operation. Write Box 502E, B•T.

Need at once, experienced man or woman television continuity writer. Send samples and complete resume of experience with references and photograph to Gary Ferlisi, Program Director, KSBW-TV, Box 1651, Salinas, California.

Wanted radio-tv newsman-photographer. Progressive, growing vhf with basic NBC-TV programming and the top radio station in area needs joint newsman. Must be worker, have car, and reasonable knowledge of photography. This position offers real challenge to right person. Also must be able to report news on air. No major announcing shift required except to air certain newscasts. Please send tape, picture, and full information to Richman Lewin, P. O. Box 701, Lufkin, Texas.

Tv producer-director. Must have commercial tv station experience. Send complete resume with picture and salary requirements to: Steve Briggs, Program Manager, WISH-TV, 1440 North Meridian Street, Indianapolis 2, Indiana.

Situations Wanted

Managerial

Over 7 years tv sales experience. Currently sales manager medium competitive market. Top billings as salesman—total billings up 48% as sales manager. Ready now for that one job thats just right. It might be as General Manager, small market; sales manager, large market; salesman, major market or with leading rep firm. Must include opportunity for growth and earnings. Age 34, married, college graduate. Excellent references. Box 504E. B•T.

Well known newspaper executive want change to television-advertising. South or midwest preferred, but consider anywhere. Excellent business and personal record. Long on experience in national field. Box 513E, B•T.

Salesmen

Employed successful radio manager desires change to tv selling. Proven record and top references. Under 35, prefer warm climate. Box 538E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Experienced radio announcer seeks move to television. Prefer am-tv staffed station. Please state salary. Box 378E, B•T.

Announcer, experienced in all phases of the business, available. Box 406E, B•T.

Experienced, employed first class radio announcer desires west coast tv. Strong commercials and news. Box 511E, B•T.

Technical

Studio engineer—33—5 years experience, first phone, good references. Married, will travel. Looking for permanent situation. Box 235E, B•T.

Engineer, 1st phone, experienced in am and tv operation and maintenance. Midwest preferred. Box 535E, B•T.

Programming-Production, Others

Newsman—experienced newsman currently employed midwest, seeking better position with opportunity for advancement. Completely familiar with SOF, silent film, and still news photography. Conduct own local news programs, live and film. Experienced police beat, and in direction and planning of on-the-spot newsfilm coverage. Also experience in sports, including play-by-play. Thirty, married, not a drifter. Can furnish excellent references. Box 405 E, B•T.

Tv producer-director-newscaster presently employed major market vhf desires permanent position. Full experienced all phases tv production. Two years with present employer. Box 430E, B•T.

Ambitious, young director hamstrung by seniority situation in top 12 markets. Full experience live studio and remote. Desires change. Box 488E, B•T.

Experienced film director available May 1. Thorough knowledge all phases film department operation, including buying and scheduling. Finest references. Please give particulars first letter. Box 495E, B•T.

Programming, 5 years experience all phases production. 3 years producer-director, night operations supr., production manager, assistant program director. Best references. Box 514E, B•T.

24 years old, aggressive, energetic and enthusiatic man desires change. Thoroughly experienced in all phases of photography. Presently employed in tv news department as photographer. Box 530E, B•T.

Cameraman desires directorship. Seven years top vhf station production experience. College graduate. Box 541E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

FOR SALE

Stations

Southern New England single station 500 watt. Fulltime 5 kw available. Gross $72,000, $100,000, 29% down. Ideal for owner-operator. Box 510E, B•T.

Tv and am stations now available in Southwest. Written inquiries from principals invited. Ralph Erwin. Licensed Broker. Tulsa.

Southern New England single station 500 watter. manager. $35,000. Terms if you qualify. Contact Bob Hoskinson, 331-34 Oklahoma Natural Building, Oklahoma City, Oklahoma. Knapton Business Brokers.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our **free** bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

FOR SALE

Equipment

Vidicon multiplexer—RCA TP-11. New condition complete with mirrors and accessories. Chief Engineer, KARD-TV, Wichita, Kansas.

One GE BF-3-A 10kw final amplifier and power supply. Includes four 5518 final amplier tubes. First offer of $1,500 takes it, you move it. KFML-FM, 262 Filmore Street, Denver 6, Colorado.

Remote unit, in good condition, complete KTR-100 with tripods and rack mounted receiver control unit less video and sync equipment. Truck is GMAC and equipped to accommodate one or two camera remote operation. Contact KSHO-TV, Fremont Hotel, Las Vegas, Nevada.

Stainless 512' guyed tower, vhf or uhf, A-4 lighting, excellent condition, ready to ship. One 6181, two 6161 tubes, unused. Make offer. WCOS, Columbia, S. C.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

General Electric 250 watt am transmitter, type BT-20-A, model 4-BT-20-A1, with 2 sets of tubes, excellent condition, $1,200.00. Three crystals, thermocells, GE type, thermocell heater 6.3v AC, 50/60 cycle—two 1340 kc, one 1460 kc, $75.00 each. Collins 42E-5 tuning unit, 5 kw, new, $300.00. Contact Charles Lawrence, WRAD, Radford, Virginia.

Excellent condition. RCA limiter 86-A1. Scott Dynamic noise suppressor 910-C. WSOY, Decatur, Illinois.

REL 10kw. fm amplifier with power supply. Gates remote control unti. RCA disc recorder. 250 watt WE am transmitter. For details contact Jack Ikner. WSTP, Salisbury, N. C.

Closeout of 40 never-used 16 inch transcription cabinets—heavy steel Globe-Uernicks; drawer type; each holds 200 discs—regular price $75.00—while they last, $29.95—F.O.B. Cincinnati. Standard Radio Transcriptions, 360 N. Michigan Avenue, Chicago.

For sale: 435 foot self-supporting Truscon Tower. Now in storage. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

WANTED TO BUY

Equipment

Wanted: RCA console, model 76b4, 76b5, 76D, good condition, complete with power supply. State condition, age, and price. KUGN, Eugene, Oregon.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted—250 or 1000 watt transmitter for Conelrad operation. Station KDAN, P. O. Box 1058, Eureka, California. Phone HI 2-0611.

I want to buy RCA, or Gates 1kw. Transmitter in good condition . . . please address to: Radio Station XEAW, Apdo 628, Monterrey, N. L., Mexico.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics. Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Salesmen

OUTSTANDING SALES OPENING

Leading Eastern independent operating 24 hours per day, plans to add additional Account Executive to present staff. Fast growing market offers excellent drawing account against 15% commission. Members of present sales staff now earning better than $10,000 per year. Market has barely been tapped. Send resume to

Box 370E, B•T

Applicants in the New York area contact Mr. Earl Harper at King Edward Hotel for personal interview, February 18 through 22.

SALES MANAGER WANTED

Southern major market CBS—VHF Station is seeking aggressive Local Sales Manager. Must have history of proven success, in Television sales market, sales supervision, administration, training and direction. All replies confidential. Send full details, first letter financial requirements, photo direct to

Box 546E, B•T

RADIO

Help Wanted—(Cont'd)

RADIO SALESMEN??

Money-making opportunity. Expanding top-rated indie, regional, music station needs experienced salesmen desiring five-figure income. All inquiries answered confidentially. Young working owner knows radio thoroughly. Building management team Colorado and other properties. No blue sky, but top money and incentive to dedicated, producer, under 36, with medium or small market experience, married, energetic, ideas, very salesminded and can prove before and after employment sales ability to qualify for later sales-management, or management. No back slap hucksters, or boy geniuses. Genuine, responsible salesmen who have already learned that good things in life come to those who "work" for them. Tell all and enclose photo. No fantasy, just facts.

BOX 464E, B•T

Announcer

ONE OF THE NATION'S GREAT STATIONS NEEDS DJ

In Jim Winters, I've got one of the really top boys in the East. I need his double and don't think Bangor is East Lynne—It's a balling town. This is a real sharp operation and if you're a real sharp guy with both feet on the deck, we can get together. Send information, tape and photo to

Lee Gorman
Vice President & General Manager
WABI & WABI-TV

P.S. Remember—This is Radio only. I can get all the TV announcers I need.

Situations Wanted

Managerial

MANAGER—SALESMAN

Have successfully combined both Management and Sales. Commercial policy based on recorded spot production including singing jingles. Highly successful record of personal sales and sales management. Can bring other key sales personnel along. Years of Radio and TV experience. Will substantiate self-confidence with investment if desired. Presently in "Music-News" Sales Management. Want greater opportunity in Southwest or California. Available for personal interview.

Box 519E, B•T

TOP-FLIGHT General Manager

AVAILABLE FOR TV AM OR BOTH

This well known executive of television and radio has successfully filled top management and V.P. position for sixteen years in major market. He's exceptional in sales, programming and promotion; very valuable in public relations and community affairs. As President of his associated Corporation, I would be pleased to recommend him and arrange personal interview with interested operators and this man who is seeking a new connection because of conditions beyond his or our Corporation's control.

Box 496B, B•T

RADIO

Situations Wanted—(Cont'd)

DEEJAY

Experienced Radio-TV, Syntd Columnist Ballroom Oprtr, 70,000 Teenagers Yearly. This 30 Year Old (Master's Degree) Is Ready For a Top 15 Market Announcer and/or Deejay Slot.

Box 491E, B•T

Tape, Photo & Complete Resume Kit

Programming-Production, Others

RATING TROUBLES?

Tom Bennett has raised the ratings of a 50KW from 3% to 200% in the past two years.

Tom Bennett has had success in both network and local operations—success gained in 20 years of experience.

Tom Bennett has the overall know-how to put your station or group back on top.

Reach him at R. D. #3, Allison Park, Pa. Phone (Pittsburgh) SOuthfield 7-5541.

TELEVISION

Situation Wanted

Programming-Production, Others

FILM MAGICIAN!

From a "cool hot-dog to a white elephant"—can create film that will SELL IT! TV film producer—intimate knowledge all phases. Now employed. Samples available.

Box 527E, B•T

FOR SALE

Stations

FOR SALE WEST COAST

A *PAIR* of *TOP* "MUSIC AND NEWS STATIONS" in the TWO TOP MARKETS of the State. A great opportunity for an owner-manager to *currently* . . . $50,000.00 per year income. Potential TWICE that amount. Total price for the *PAIR*, $300,000.00. Only inquiries from reputable purchasers with substantial financial background who can fully identify themselves will be acknowledged. Requires substantial down payment. Reason for sale, expansion into large operations. Send replies to

Box 540E, B•T

FOR SALE

Stations

For Sale—Florida Radio

Successful station in rapidly growing market. Price is substantial, but purchaser will realize excellent return. Only those with good financial background need inquire.

Send replies to: Box 503E, B•T

Equipment

TRADE-IN TRANSMITTERS

RCA 5DX 5KW air-cooled transmitter in good condition. Price tuned to 1480 kc $6,500.00

Same, except tuned to your frequency $6,995.00

1000 Watt Transmitters

Gates BC-1E 1KW transmitter in good condition, tuned to 1600 kc .. $2,545.00

Famous Gates BC-1F 1KW transmitter, only 2 years old and in excellent condition, tuned to 1440 kc $3,845.00

Raytheon RA-1000 1KW transmitter, 8 years old and in good condition, tuned to 1330 kc $2,595.00

Collins 20V 1KW transmitter, about 5 years old, tuned to 1290 kc $3,500.00

250 and 500 Watt Transmitters

Gates BC-500GY 500 watt transmitter, only 18 months old, now on 1280 kc $2,645.00

Gates BC-250GY 250 watt transmitter, about 4 years old, now on 990 kc $1,595.00

General Electric 250 watt transmitter, 8 years old, now on 1400 kc $1,495.00

RCA 250 watt transmitter, 8 years old, now on 1230 kc. With tuning unit and used RCA 76B console. Lot Price $2,450.00

Transmitter only $1,495.00

For factory tune-up for any of the above transmitters (except model 5DX), including proof of performance and crystal to your frequency, add $150.00 to above prices.

Above transmitters all FCC approved and with one set of tubes, one crystal and oven. Subject to prior sale. Terms 25% with order, balance at time of delivery.

Write, wire, or phone

Robert Kuhl

Gates Radio Company

Tel. Baldwin 2-8202

Quincy, Illinois

For Sale

Radio station co-axial equipment consisting of: 14-20 foot lengths of 1⅝ inch copper co-axial line, 1-end seal, 23-center conductor connectors, 25-rubber seal rings, 25-line hangers, 25-line clamps, 5-tower clamps, 1-Jones Micromatch, miscellaneous bolts and nuts for assembly line. Made by Communication Products Co. Material available for inspection Monday through Friday from 8:00 AM to 4:00 PM. Terms: Cash, "as-is", "where-is." Make offer to Salvage Department, Room 100 Administration Building, Michigan State University, E. Lansing, Michigan.

Continues from page 118

station; condition.

KITN Olympia, Wash.—Granted license for am station.

KAIM Honolulu, Hawaii—Granted license for am station; condition.

KORD Pasco, Wash.—Granted license for am station.

KAGT Anacortes, Wash.—Granted license for am station.

KQIK Lakeview, Ore.—Granted license for am station.

KSPR Casper, Wyo.—Granted cp to change studio location and increase ant. height by adding tv ant.; condition.

Actions of January 31

Following were granted extensions of completion dates as shown: **WROM-TV Rome, Ga.**, to 8-9; **WFRV-TV Green Bay, Wis.**, to 6-1; **WDEF-TV Chattanooga, Tenn.**, to 6-2; **WKAR-TV East Lansing, Mich.**, to 8-15; **WJMR-TV New Orleans, La.**, to 8-2; **KVIP (TV) Redding, Calif.**, to 8-21; **KNBT-TV Brownwood, Tex.**, to 8-6; **WICC-TV Bridgeport, Conn.**, to 7-1; **WMGT (TV) Adams, Mass.**, to 7-2; **KWK-TV St. Louis, Mo.**, to 8-13; **WKNX-TV Saginaw, Mich.**, to 4-2.

Actions of January 30

KTRH Houston, Tex.—Granted license covering changes in DA-D.

WELI New Haven, Conn.—Granted license covering increase in D power, install new trans. and change ant. system; condition.

WANA Anniston, Ala.—Granted cp to change ant.-trans. and studio location, make changes in ant. (increase height) and ground system.

Following were granted extensions of completion dates as shown: **KFXJ-TV Montrose, Colo.**, to 3-1; **WTWV (TV) Tupelo, Miss.**, to 8-1; **WNAO-TV Raleigh, N. C.**, to 5-1; **KOLO-TV Reno, Nev.**, to 8-1; **WMUZ Detroit, Mich.**, to 7-31; **WPSR Evansville, Ind.**, to 5-1.

Actions of January 29

WAVZ New Haven, Conn.—Granted license covering change frequency, hours and install DA-N; condition.

WYTI Rocky Mount, Va.—Granted authority to operate trans. by remote control.

WWSW-FM Pittsburgh, Pa.—Granted mod. of SCA to install subcarrier generator, etc.

KTVH (TV) Hutchinson, Kan.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, change type trans. and install new vis. and aur. amplifiers.

Following were granted extensions of completion dates as shown: **WOAK Royal Oak, Mich.**, to 5-20; **KODE-TV Joplin, Mo.**, to 8-1; **WIBW-TV Topeka, Kan.**, to 4-1; **WFIE (TV) Evansville, Ind.**, to 7-1; **WNDU-TV South Bend, Ind.**, to 8-1.

Actions of January 28

WTIQ (TV) Munford, Ala.—Granted license for noncommercial educational tv station (ch. *7).

KODI Cody, Wyo.—Granted authority to operate trans. by remote control.

KSEL-FM Lubbock, Tex.—Granted mod. of cp to change frequency to 93.7 mc.

WCRB-FM Waltham, Mass.—Granted mod. of SCA—multiplex basis—to change make of modulation unit, etc.

KWWL Waterloo, Iowa—Granted extension of completion date to 5-2.

WSUR-TV San Juan, P. R.—Granted extension of completion date to 6-27.

KATV (TV) Pine Bluff, Ark.—Mod. of cp authorizing 316 kw vis. ERP, 158 kw aur., cancelled 1-22-57. (Request of attorney.) Announced Jan. 28.

February 6 Decisions

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Hearings—Ordered that hearings shall commence in following am proceedings on dates shown: **Q Broadcasting Company, Phoenix, Ariz.**, on March 4; **Northwest Broadcasters Inc., Bellevue, Wash. and Rev. Haldane James Duff, Seattle, Wash.**, on March 26; **WBEL Beloit Wis.**, on April 2. Action Feb. 4.

By Hearing Examiner James D. Cunningham

B. J. Parrish, Pine Bluff, Ark.—Ordered that a hearing conference will be held on Feb. 7, re am application. Action Feb. 4.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time from Feb. 11 to March 20 to file proposed findings of fact and conclusions, and on examiner's own motion, ordered that time for filing reply findings is extended from Feb. 25 to April 3, re applications of **KOB Albuquerque, N. M.**, for mod. of cp and for license to cover cp as modified and for authority to determine operating power by direct measurement. Action Jan. 31.

By Hearing Examiner H. Gifford Irion

Broadcast Bureau—Granted petition for extension of time to Feb. 11 to file proposed findings re am applications of **Great South Bay Bcstg. Co., Islip, N. Y.**, *et al.* Action Feb. 1.

By Commissioner Richard A. Mack

WPGA West Point, Ga.—Ordered that application for mod. of cp is dismissed and proceeding cancelled (cp cancelled at request of permittee on Nov. 28, 1956). Action Feb. 5.

By Hearing Examiner Thomas H. Donahue

Kermit F. Tracy, Fordyce, Ark.—Granted motion for continuance of hearing in proceeding on its am application and that of **Jefferson County Bcstg. Co., Pine Bluff, Ark.**; hearing is continued from Feb. 19 to March 4. Action Feb. 5.

Ken-Sell Inc. and Florida Keys Bcstg. Corp., Key West, Fla.—On hearing examiner's own motion, ordered that hearing scheduled for Feb. 13, re am applications, is continued to date to be determined later. Action Feb. 5.

February 6 Applications

ACCEPTED FOR FILING

License to Cover Cp

KXLU (FM) Los Angeles, Calif.—Seeks license to cover cp (which authorized new non-commercial educational fm).

Renewal of License

WKNB New Britain, Conn.; WSAR Fall River, WBEC Pittsfield, WPEP Taunton, all Mass.; **KTOY (FM) Tacoma, Wash.**

Renewal of SCA

WXHR (FM) Cambridge, Mass.

UPCOMING

February

Feb. 14: ANA Radio & Television Advertising Workshop, Plaza Hotel, New York.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel, Boston.

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.

Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.

Feb. 26: RCA Consulting 'Engineers' Seminar, Hotel Statler, Washington, D. C.

Feb 27: United Press Broadcasters of Massachusetts, Putnam and Thurston's Restaurant, Worcester, Masss.

March

March 8: Ohio Assn. of Radio and Television Broadcasters, Biltmore Hotel, Dayton.

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

May

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

FOR SALE—(Cont'd)

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE
We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

BROADCASTING • TELECASTING
THE BUSINESS WEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE
☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*
company name
address
city *zone* *state*
Please send to home address — —

Legal But Liable

ACCORDING to extensive research by the Senate Elections Subcommittee, radio and television networks and stations devoted 49,546 minutes of free time to political broadcasting in the two months preceding last November's elections.

That is a lot of time—roughly $5 million worth by our conservative estimate.

But even more time would have been donated, we suggest, if broadcasters had not been restricted by federal law from presenting politics fully and intelligently.

Unless Section 315 of the Communications Act is repealed, we predict that considerably fewer than 49,546 minutes will be donated to political broadcasting in the next national election. No sensible person could blame broadcasters if they gave no time at all to politics, considering the trouble they invite when putting politicians on the air in either paid or free time.

Take the experience of WDAY-TV Fargo, N. D., which was reported in B•T last week. Complying with Section 315, the station aired a paid political speech by a partyless candidate who had no earthly chance of figuring in the election. As it turned out, he polled 937 votes out of a total of 244,161. In the speech, the candidate identified his Republican and Democratic opponents with Communist associations. The candidate and the station have now been sued for $150,000 libel damages.

This, as we pointed out last week, is the classic test of the idiocies of Section 315, since WDAY-TV was acting precisely according to the letter of that law by (1) giving equal opportunity to all candidates for the same office and (2) respecting the law's prohibition against censoring a candidate's speech. It is this kind of law that can incite respectable people to anarchy.

Not only in its own interest but that of every broadcaster—and indeed of the public—WDAY-TV has decided to defend the suit until a definitive decision is reached. Assuming the plaintiffs are equally determined, this case could become the most significant in the history of political broadcasting. WDAY-TV has been offered, and deserves, the support of the NARTB. There is no better way the NARTB could spend its members' money.

But it may take years for the WDAY-TV case to reach finality.

Meanwhile, there is another—and bigger—job to be done. The Congress must be persuaded to erase Section 315 from the books. It will take tremendous persuasion, indeed, but the objective is more than worth the cost and effort.

Needed: Another Solution

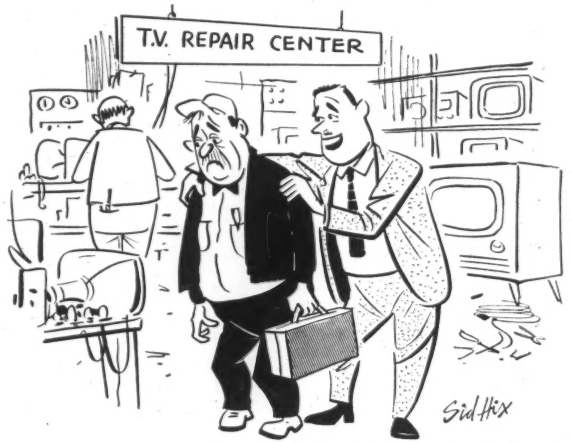
IT IS a dilemma of the first order that William Esty Co. has concocted in asking station representatives to supply, for each of their radio clients carrying Esty business, a notarized copy of the station logs for the 7-8:30 a.m. periods in the week of Jan. 21-25 [CLOSED CIRCUIT, Feb. 4].

There can be no question, is seems to us, that an advertiser has a right to know that he is getting what he is paying for. Magazines and newspapers supply checking copies, and it would be immature of broadcasters to expect their buyers to accept them on faith alone. Thus the Esty request, on its face, is not entirely out of order. But in practice it could create far more difficult problems than it conceivably could solve.

Although the Esty letter did not explain its purpose, the intent is not hard to see. Clearly Esty fears that some of its spot business is getting kicked around by some stations. With radio once more on the rise, and with the early-morning hours the hottest in the radio business day, it is obvious that Esty wants to make sure that stations on which it buys time are not overloading these periods.

NBC Radio's new hourly newscasts, since they're co-sponsored by Brown & Williamson Tobacco Co., have given Esty concern in the same way; the agency made clear some weeks ago its fear that stations clearing the NBC newscasts in early morning time would "bump" or not give adequate protection to Esty-placed Reynolds Tobacco Co. business within those hours.

Whether the network newscast situation brought Esty's action to a head, or whether it is merely symptomatic of a broader fear that stations are trying to cram too many spots into too little time, remains for the moment a moot point. Either way, broadcasters



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Don't you worry, Leroy—we'll keep you busy servicing black-and-white sets. You can't help it if you're color blind!"

owe it to themselves as well as to their clients to make a continuing re-examination of their spot scheduling practices, to be sure that they are not allowed to get out of hand.

This of course does not solve the dilemma posed by the Esty request. Although Esty unquestionably has a right to know that it is getting what it orders, the request for logs could quickly become a staggering—perhaps unbearable—burden for stations if all spot advertisers exercised their equal right and made the same request. The paper work would become incredibly enormous—and expensive—with stations quite possibly having to set up entirely new "departments" to handle the job. Where the agencies and advertisers would store such mountainous files presumably would be their own warehousing problem.

The fact is that radio stations, unlike newspapers and magazines, have not priced themselves to cover such a potentially expensive "service." Many would almost inevitably be forced to raise rates. And there would still remain the inability of any printed records to reflect accurately and fully the character of wholly aural programming. Printed program schedules tell only sketchily what has gone on the air; they cannot tell how good it was.

Thus monitoring strikes us as a much superior approach from the standpoint of agency, advertiser, and station. If agencies think they are not getting a fair shake, or if they merely want to make sure that they do, monitoring services are available in many areas or, as Esty apparently has done to some extent, they can have their own people make spot checks from time to time. Logs can show quantity, but tapes or personal listening will reveal quality as well. And in the end it is the quality that attracts listeners—and potential customers of the advertiser. The agency must know about that, too.

Welcome Mats For Both

THOSE who would argue the relative merits of film vs. live television have a new factor to consider—the NTA Film Network, which two weeks ago landed its first national sponsor for a library of pre-1948 movies [B•T, Feb. 4]. Such a sponsorship arrangement had been in prospect for months, but can be considered a reality now that cash is on the line.

The proponents of each side see theirs as the dominant program source of the future. We see no reason for making a choice. As the medium expands, as it must, there will be ample room for all. In fact, it will have more than ample *need* for all, as that expansion itself will be dependent upon enlarged sources of program product.

Each type of programming has unique characteristics which the other cannot duplicate. Both fulfill entertainment and/or information requirements of the medium, and both draw audiences. You can get statistics to cite that each can beat the other in head-to-head competition, but we suspect that such competition will result not in a single survivor but in each improving its product. That, of course, is an objective to be desired.

in BALTIMORE WBAL-TV's SATURDAY AFTERNOON PROGRAMMING REALLY STANDS OUT!

3:00
HOPALONG CASSIDY
Participating Sponsorship

3:30
BUFFALO BILL, JR.
Sponsored by Mars Candy

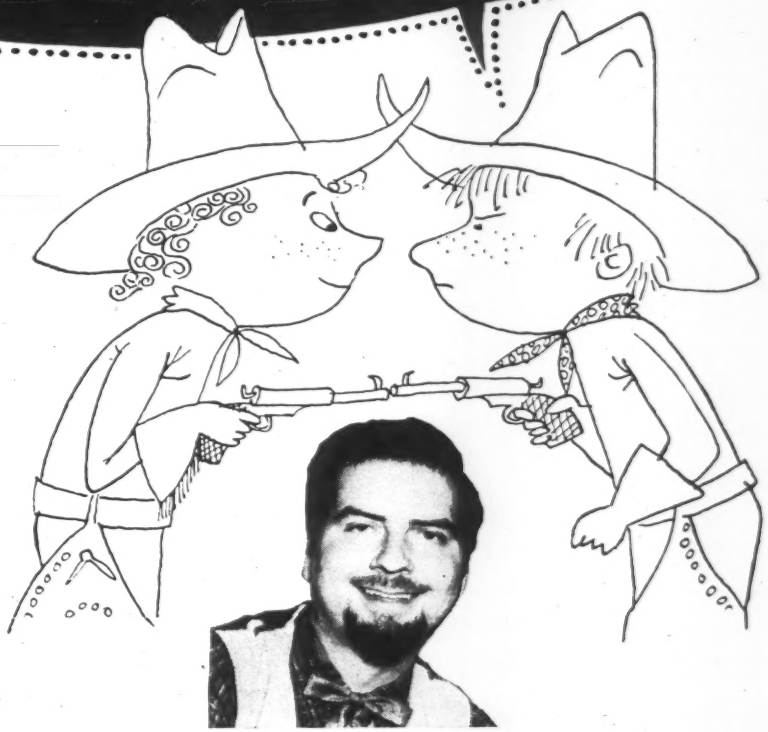
4:00
77th BENGAL LANCERS
Sponsored by General Foods

4:30
SKY KING
Sponsored by National Biscuit

5:00
ROY ROGERS
Sponsored by General Foods

5:30
ANNIE OAKLEY
Sponsored by Carnation's Friskies

6:00
FOREIGN LEGIONNAIRE
Sponsored by Chunky Chocolates



a solid 3½ hour block of shows for family viewing

co-ordinated by Jarrett "Patches" Lickle
Veteran of Godfrey's Talent Scouts and Kaptain Kangaroo

WBAL-TV Saturday afternoon programming is outstanding . . . solid with favorite shows popular with the entire family! "Patches" as M.C. throughout the afternoon gives it the festive appeal of one big party. Many of these shows are available for participating or co-sponsorship. Your nearest Petryman, or any of the fellows at WBAL-TV Sales will gladly give you complete information.

WBAL-TV *Channel 11 BALTIMORE* NBC

Nationally represented by The Edward Petry Co. Inc.